*The*

JANUARY, 1921

# RETAIL DRUGGIST

*of Canada*

Published by  
The Commercial Press, Limited

51 Wellington Street West  
Toronto

American Druggist  
62 West Broadway  
NEW YORK N.Y.

## Photographs of Window Displays

### WANTED

If you have had a window display that has been effective in selling goods get a photograph taken of the window and write for The Retail Druggist a description of same. Tell us how long it was in the window and what effect it had on your sales.

We will allow you three years' subscription for each photograph suitable for reproduction, accompanied by information about it—or we will send you a cheque for \$4.50.

*The business of this paper is to help the  
retail druggists to improve their  
merchandising methods.*

THE RETAIL DRUGGIST OF CANADA  
51 WELLINGTON WEST, TORONTO

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1  
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no. 1  
1921  
c. 1  
PHARMACY



# If Aesop Owned a Drug Store



*Beware lest you lose the substance grasping at the shadow.*

*(Aesop's Fables.)*

Aesop was Solomon-like in his homely wisdom. Were he on earth today and running a drug store he'd have a display of "Bayer Tablets of Aspirin" in his window for four good and sufficient reasons, viz.:

1. "Bayer Tablets of Aspirin" are genuine Aspirin, introduced to physicians 21 years ago—is the biggest seller and the largest advertised product.
2. Everybody KNOWS that the Bayer Cross is on genuine Aspirin, and sales of "Bayer Tablets of Aspirin," the **real** Canadian-made Aspirin, are increasing by leaps and bounds.
3. Bayer means safety, and to offer anything else in place of "Bayer Tablets of Aspirin" is to chance the loss of the confidence, good will and trade of your customers—to forfeit the substance for the shadow, as recalled by the famous fable.
4. "Bayer" is behind druggists with a fortune spent in continuous advertising that tells every reader to look for the "Bayer Cross" on genuine "Bayer Tablets of Aspirin"—made in Canada for Canadians.

Therefore, Mr. Druggist, it is good business to sell only "Bayer Tablets of Aspirin." You can't lose. Stock double quantity. Sale positively guaranteed. All unsold goods are returnable for price paid at any time.



Write today for free Bayer Window Display in colors.

THE BAYER COMPANY, Limited, 52 Sandwich Street, West, WINDSOR, ONT.

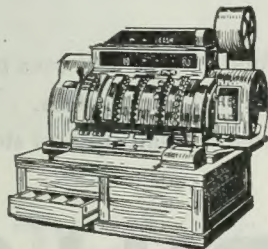
Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monoaceticacidester of Salicylic acid. While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."





## Let him help you

There is a better way to keep  
the store records you need



In your province there are representatives of The National Cash Register Company of Canada, Limited. They are students of business systems. They have been trained to be of service to merchants—to help merchants solve their problems.

Let one of our representatives show you how you can get the store records you need without working overtime on day books, pass books, ledgers, and memorandums.

He will show you the easiest way to get the records you need every day to control your business.

We make cash registers for every line of business

# NATIONAL CASH REGISTER CO.

OF CANADA LIMITED





Druggists Everywhere Sell More

## KEATING'S

The remarkable reputation earned for Keating's through its wonderful services during the past five years, means a vastly increased general demand for this universal insecticide. In addition our steady advertising

helps on the good work. This all means better business for you.

### KEATING'S POWDER

**Kills Bugs, Moths, Roaches  
and other house insects.**

Place your orders regularly to ensure that your stock is ample for the demands.

Made by THOMAS KEATING, London, England  
Established 1788

SOLE AGENTS FOR CANADA

**Harold F. Ritchie & Company, Limited**  
10 McCaul Street, TORONTO

Advanced Price 25s. net.

Chemists 23s.

*Reprint of Nineteenth Edition*

## SQUIRE'S COMPANION

TO THE

BRITISH PHARMACOPOEIA, 1914

Published by J. & A. CHURCHILL,  
7 Gt. Marlborough St., W. 1.

*The Chemist and Druggist* says—"It is the largest British book of the kind whose utility is recognised equally by physicians and pharmacists, while it is also distinctive in containing information that is wanted by specialists in chemistry, medicine and pharmacy. It maintains its unique position as a national work of reference."

*The Prescriber* says—"Neither medical man nor pharmacist can afford to be without the latest edition of *Squire's Companion*."

*The Perfumery and Essential Oil Record* says—"This useful volume cannot be too highly commended."

*Leaflet and Quotations on  
application*

**SQUIRE & SONS, LTD.**  
413 Oxford Street - London, W. 1.

Chemists on the Establishment of The King

'Most every druggist sells Beecham's Pills, because 'most everybody buys and uses them with complete satisfaction for correcting, regulating and purifying the system. The druggists' good profit is the logical result of the *Beecham good will*—built up and steadfastly maintained for over 60 years. People don't ask about

# BEECHAM'S PILLS

—they ask for them—they accept them without parley as a safe, sure remedy for ills of stomach, bowels, liver and kidneys.

The merit of this home medicine, with the big advertising (running all the time), keeps up the live demand—the profit-bringing repeat sales. Turn this business through your store by stocking Beecham's Pills liberally, and using the Beecham Sales-Helps:

BEECHAM'S HELPS TO SCHOLARS—a valuable book that is kept and used; BEECHAM'S ALMANAC—complete, reliable, useful the year 'round; DECALCOMANIA SIGN, WINDOW DISPLAYS, SHOW CARDS. Send for them—all Free.

**HAROLD F. RITCHIE & CO., LTD.**

*Sole Agents*

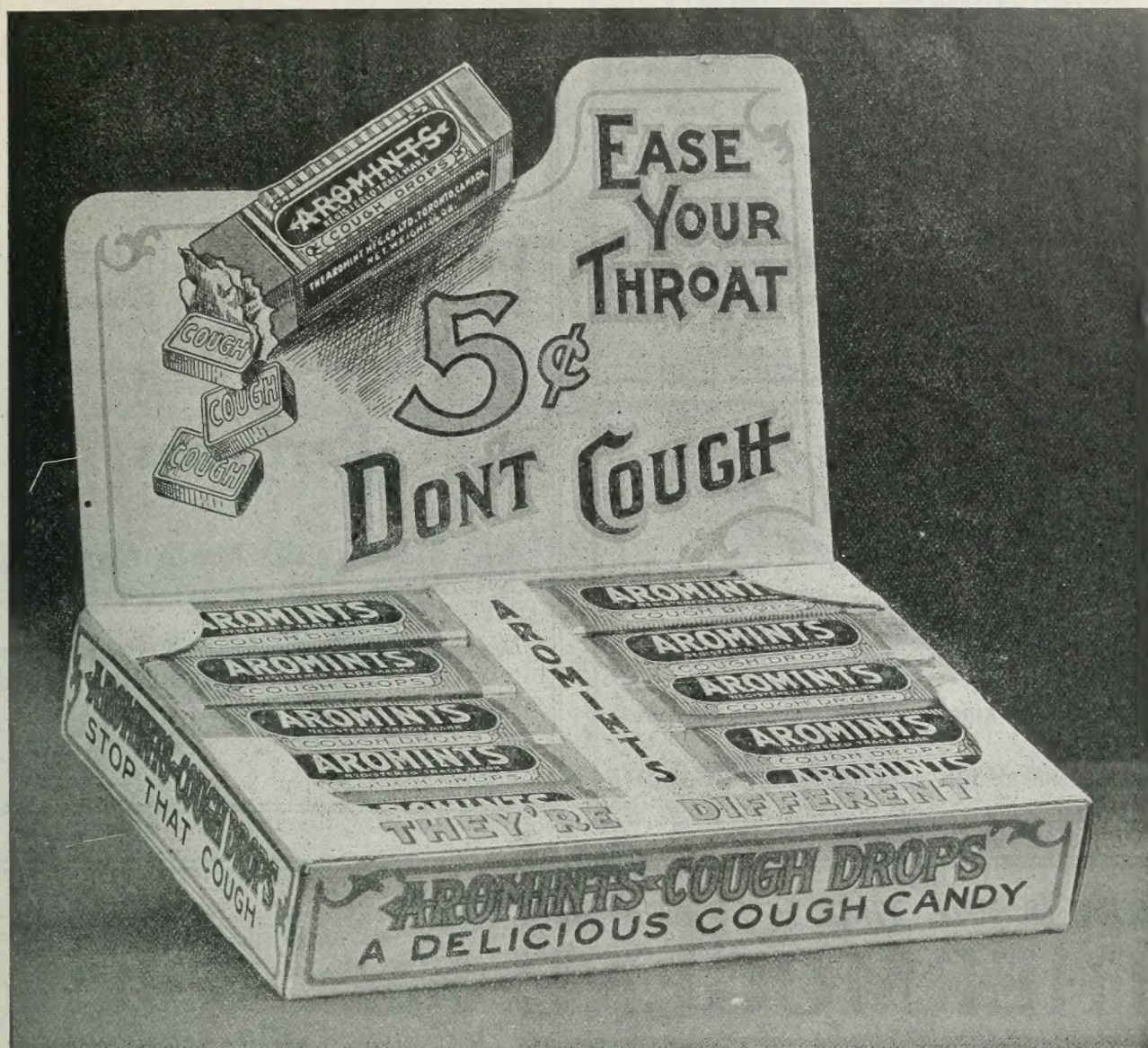
Toronto, Ont., Canada

25¢  
50¢



*Largest Sale  
of any Medicine  
in the World*





## A Time Saver and A Good Seller

**N**O longer do you have to lose time over small sales of cough drops, for here is a handy and attractive package that virtually sells itself. A customer upon entering your store for cough drops instantly sees the attractive display box and decides at once "Here's what I want," and, bing! there's another coin to ring up.

Customers already know the value of this little package for it has been nationally advertised.

The attractive display box will look well on your counter.

Just order a trial box from your jobber to-day.

*Canadian Distributors:*

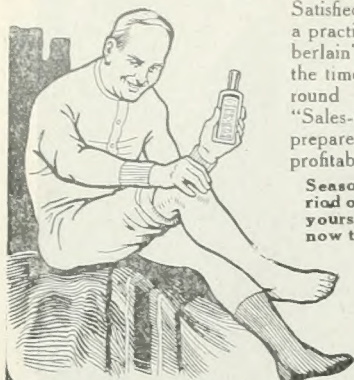
**OLIVER-LEE LIMITED, Selling Service Corporation**

95-97 King Street East, Toronto

MADE IN CANADA BY AROMINT MFG. CO., LIMITED, TORONTO



## CHAMBERLAIN'S LINIMENT



Satisfied users all over Canada make it a practice to keep a bottle of "Chamberlain's Liniment" in the house all the time. Here is a steady all-year-round demand which requires no "Sales-talk." Are you, as a dealer, prepared to obtain your share of this profitable trade?

Seasonal demands vary. The period of brisk sales is near. Assure yourself your stocks are ample now that it is known in homes all over Canada as a safe and reliable remedy.

**Chamberlain Medicine Company**  
TORONTO

"Lait BEETHAM'S  
*Regd* **Larola**"

is one of the most popular Toilet Preparations in England, and is specially suited to the extremes of the Canadian climate. It is invaluable for preserving the Skin and Complexion from the effects of exposure to the Sun, Frost, and Cold Winds, and always finds a ready sale wherever introduced.

ADD IT TO YOUR STOCK AND INCREASE YOUR PROFITS!

Sole Proprietors:  
**M. BEETHAM & SON - CHELTENHAM, England**

## P. P. MARTIN & CO.

50 St-Paul Street West  
MONTREAL

Sole Representatives of "CHATELAIN"  
Paris:—Urodonal, Jubol, Globeol  
and Sinuberase.

## Perfumes

Sole Representatives, Maison Arys, Paris;  
L'Entheric, Paris; and Chs. Fay, Paris.

We also have in stock, L. T. Piver, Roger-Gallet, Guerlain, Houbigant, Coty, Pinaud, and all the best French Perfumes.

## NOW IS THE TIME to be ready with THERMOGENE

Its wonderful properties in relieving pain will be appreciated by your customers. Absolutely invaluable in cases of—

**Colds, Grippe, Rheumatism, Sciatica,  
Neuralgia, Bronchitis, Lumbago,  
Backache, Quinsy, Sore Throat**

# THERMOGENE

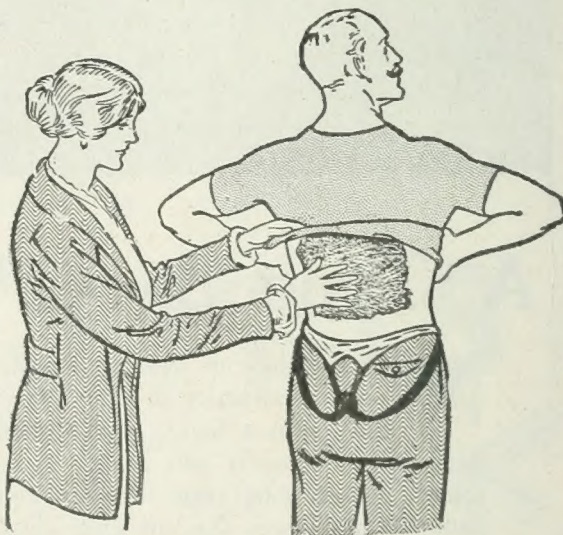
**CURATIVE WADDING**

Thermogene simply supersedes the old-fashioned poultices and plasters. It is British-made, from the invention of Vandenbroeck, the great Belgian chemist, being a scientifically-prepared form of absorbent cotton, medicinally treated, possessing strong curative and heat-generating properties.

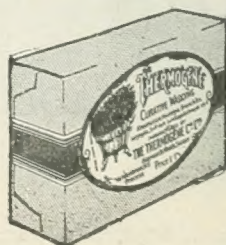
Canadian Sales Agents

**HAROLD F. RITCHIE & CO., Limited, 10 McCaul St., TORONTO**

Manufactured by THE THERMOGENE CO., LIMITED, HAYWARDS HEATH. ENGLAND



Thermogene is far better than poultices and plasters.





# PHOSPHOROL

3 boxes free with each dozen. Advertised throughout Canada and U.S.A. Recommended and prescribed by physicians as a nerve-building tonic of the first grade.

## THE SCOBELL DRUG CO.

91-93 Youville Square

Montreal, Que.

"The D & L"  
TRADE MARK

## **PRESCRIPTION 1920**

Improved Hypophosphite Medication in two forms

WITH SUGAR

WITHOUT SUGAR

Large Size . . . . . \$12.00 per dozen

Medium Size . . . . . 8.00 per dozen

Small Size . . . . . 4.00 per dozen

Rapidly becoming the leading preparation of the Hypophosphites in use in Canada.

Extensive and continued sampling to Physicians has brought widespread and increasing response.

Obtain your share of these Prescriptions by ordering a quantity to-day. Address:

**DAVIS & LAWRENCE CO.**

MANUFACTURING PHARMACISTS

356 ST. ANTOINE STREET - - - - MONTREAL

## Thermalym

**\$3.25 per dozen**

Medicated Absorbent

Wool Tissue

for

**Rheumatism, Lumbago,  
etc.**

**The Lyman Bros. & Co., Limited  
TORONTO**



## "NORVIC" CREPE BANDAGE (Reg'd)

**SUPERIOR ENGLISH MANUFACTURE. FAST WOVEN EDGES**

Extremely Elastic, but contains no rubber

Invaluable for binding. Displaces rubber and elastic web. More durable and one-third the cost. The Norwich Crepe Bandages, containing wool, will provide warmth, and do not absorb grease readily. Self-clinging and self-adjusting. Perfectly cleansed, sterilized, and resiliency entirely restored by washing in hot, soft water (with addition of a little soap). The edges will not fray out nor ravel. Made and supplied to the leading wholesale houses, neatly wrapped in labelled packages. Commended by the medical and nursing professions. Samples, prices, and full particulars are obtainable from:

**THE NORWICH CREEP COMPANY (1856), Limited, St. Augustine's Silk Mills, NORWICH, England**  
Messrs. Snider & Bossons, Winnipeg. Mr. I. A. Snider, 13 Leader Lane, Toronto.  
Mr. F. J. Bossons, Terminal City Club, Vancouver.



J

## Would You Like Your Store to Look Like This?



If so, invest in the Jones Sectional System, that makes your place of business a palace—reduces expense—and increases sales.

*Our Catalogue Explains*

**Jones Bros. Company, Limited**

*Drug Store Builders*

29-31 Adelaide Street West, TORONTO

# HOWARDS' CALOMEL LEMOLAC BRAND

*Also sold under the name EUCALOMEL.*

Is Calomel which is 4 times as light as the ordinary article and is therefore of the greatest value to the Prescriber, Compounder, and Dispenser.

**Howards & Sons, Ltd.** (Established 1797) Ilford, London, Eng.



D. O. McKINNON, *General Manager*DONALD McKINNON, *Advertising Manager**English Representatives:*SHARLAND & CO.  
Eldon Street House,  
London, E. C. 2**The  
RETAIL DRUGGIST  
of Canada**

PUBLISHED ABOUT THIRD WEEK OF MONTH PREVIOUS

JAMES O'HAGAN, *Editor*

Subscription Rate, \$1.50 per Year in Canada, Great Britain and British Colonies; \$2.00 to the United States

*Publication Office:*51 WESTERN AVE.  
TORONTO  
Phone: Ad. 1116

## Why Do People Come to Your Store ?

*Putting deposits in the Bank of Good-will—An interesting article on better service—Quality of goods.*

**H**AVE you ever attempted, as a retail merchant, to analyze the particular motives that prompt people to deal at your store in preference to making their purchases elsewhere?

Think a minute. Is it because your store is conveniently located?—or because your selling prices are attractive? Is it on account of the fact that you handle only high-class products?—or because your service is better than your competitors?—or because your customers have more confidence in your method of dealing?

### **The Personal Element.**

Or, is it attributable to personal friendship?—or to the way you exhibit your goods?—or to the fact that you are a good salesman?

There must be some definite reason or reasons why people select your store in preference to any other, and it is a good plan for every dealer to ask himself: What are the contributing factors responsible for the support I receive from my customers?

If people deal with you for the sole reason that it is inconvenient to go anywhere else—or if it is merely because you are in the habit of understanding your competitor—you will have to admit that the future success of your business is resting on a very insecure foundation. At any moment new conditions may arise, and if you are depending on either of these factors for a continuance of your trade, the chances are that these new conditions will upset all your calculations and you will find yourself crowded out and forgotten.

### **The Appeal of Service**

But—if people deal with you because of the service they receive, or because of the clean, attractive appearance of your store, and of the quality and freshness of your goods, or because of the courteous attitude of the salesmen, or because of the confidence they have in you, and in your store—if, we repeat, people deal with you on account of any or all of these reasons, you are building up a good-will which is going to prove one of the best and most valuable assets of your business.

Every time you treat a customer well and she leaves your store with a favorable impression, you are putting new deposits in the Bank of Good-will, the interest of which will go on accumulating and bringing prosperity to your business.

In a small store where the merchant himself is well known, the personal element counts for a good deal in building up confidence. He gets to know the peculiar

likes and dislikes of his customers, and he can by studying the characteristics of the people who patronize his store, enlist and hold their friendly feeling, often in the face of strong competition.

### **Value of Quality Goods.**

When this personal touch is further strengthened by the satisfactory quality of the products he sells, another bond is created which unites him to his customers, and by this means a valuable and lasting good-will is established.

If people come to your store because they like dealing there—because they can rely upon the goods you sell and upon the fairness of the treatment they receive—you are building your business upon a sure foundation. And it's worth while spending time and effort to secure this good-will.

Enlist the good feeling of the public at every opportunity—not by running down your competitor, but by so conducting your business that you shall command the respect and esteem of all who have any dealings with you.

### **Attention to Children.**

Let your attitude towards the children who come to your store be as attentive and sincere as that shown to grown-ups. Children have a great deal of influence in the home, and if the mother regards your store as a place where her child will receive fair treatment, you have already won her own confidence and support.

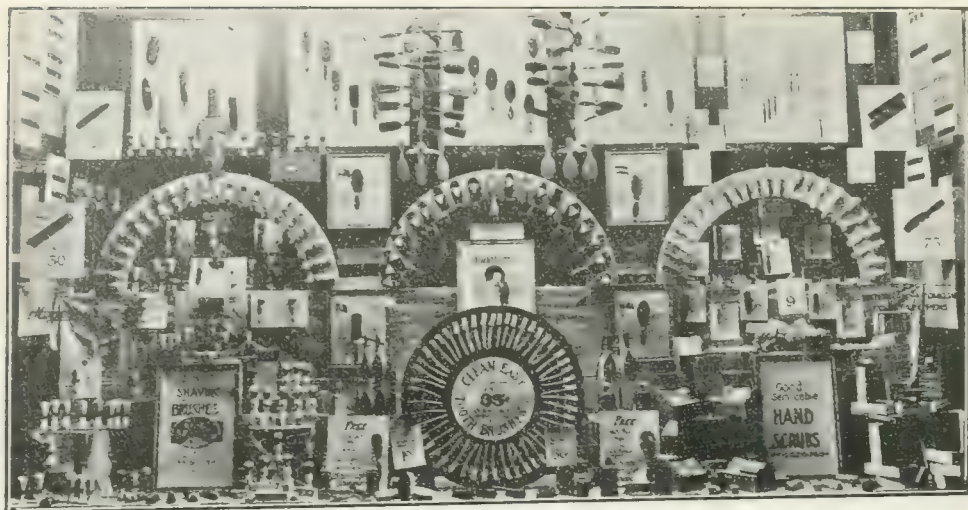
Treat all traveling salesmen courteously. You can't buy from them all, but that's no reason why you shouldn't be friendly. Isn't it pleasant to think that when they are out on the road exchanging experiences, that they speak well of you? And then, too, they can and often will, give you many a valuable hint in connection with your business, and some of them are mighty good fellows to know anyway.

### **Investment in Good-Will.**

You may invest a lot of money in securing a good location for your store and in hiring the best salesman you can find, but when all is said and done the money thus invested is subject to fluctuating conditions. But the investment you put into good-will in the shape of effort and service and straight dealing is safe and certain and lasting. No rival can take it away from you, because he cannot hire it from you as he could your salesman or your location.

See that people come to your store because they like to. It's this way that the best kind of good-will is created.

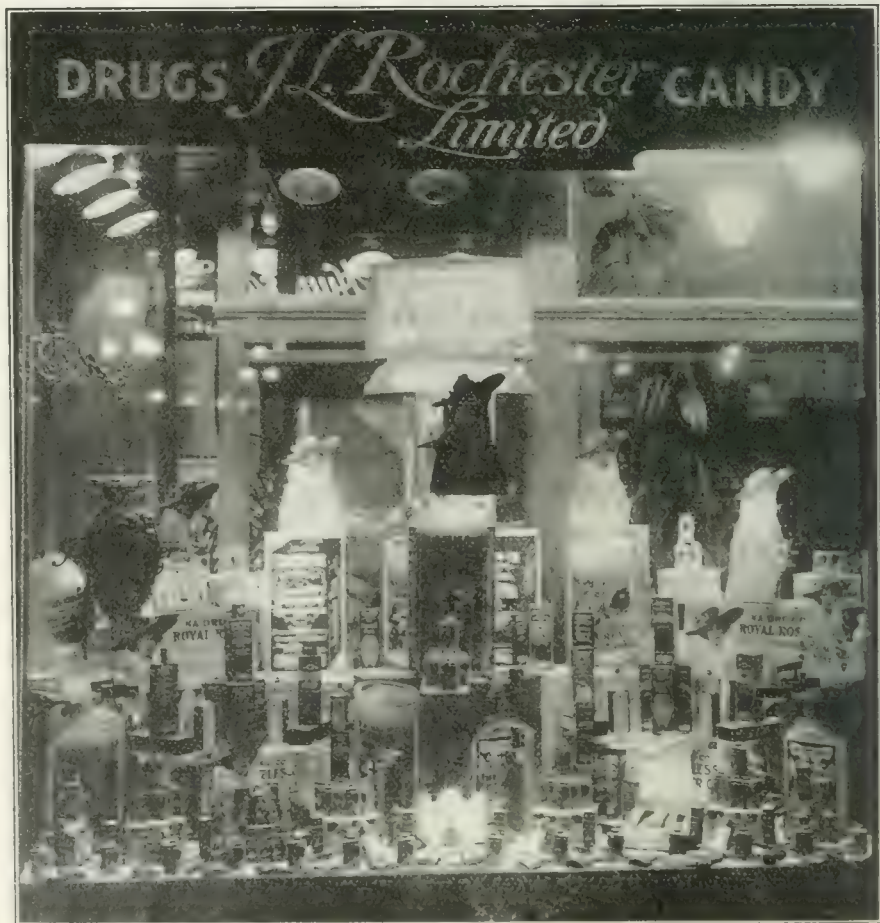




A very pleasing window can be arranged with a good assortment of brushes. The tremendous drawing power of a display of this nature is easily seen in the accompanying photograph.

## Drug Store Windows That Will Offer Suggestions for Sales to Dealers

Dealers are sometimes at a loss to know how to display general drug lines. Many interesting ideas are being worked up by progressive druggists all over the country. This photograph shows a good style of featuring.





# Newspapers Best Advertising Mediums for Retailers

*Says speaker at the annual convention of the  
Associated Advertising Clubs in Indianapolis*

OF all mediums which a retailer may use for his advertising, the local newspaper is the best, declared Frank A. Black, of the William Filene's Sons Co., of Boston, whose advertising is famous throughout the United States, in addressing the retail section of the convention of the Associated Advertising Clubs of the World.

"Newspapers," he said, "seem to provide an ideal vehicle for up-to-date store advertising, which should be news second in interest to nothing else in their columns. What more interesting question these strenuous days than the wise expenditure of the family income? Why should it take second place to sports, crime, politics, and other matters?"

## As to Cost

"In form, elasticity, frequency, and cost the daily newspaper undoubtedly ranks first among media for retailers. We use 'elasticity' as a handy name for the quality that enables you to present to your friends each day the story of your store, long or short, illustrated or otherwise, exactly as you may decide, only twenty-four hours in advance. Nothing else provides this quality in so marked a degree. As to cost, consider this—a one-cent post-card mailed to 400,000 families costs \$4,000 plus the cost of printing and addressing. We have in Boston a morning paper that will carry your post-card message to 400,000 breakfast tables and more, for the insignificant cost of \$26 total. And you need not decide on your message until the afternoon before.

## Do Not Feature "Prices" Too Strongly

"One phase of 'copy' deserves special attention. With the average woman, to-day, a reference to store advertising will bring some remark about 'bargain sales.' The two things are almost synonymous in the minds of thousands of advertising readers. We believe this is wrong, and not to the best interests of the retail business. Few respect a 'bargain.' It adds nothing to the prestige of the machinery of distribution that the bargain should stand as its symbolic emblem. Price has, in our opinion, figured entirely too prominently

in store advertising. Price, after all, is a secondary matter. Many fool themselves upon this point. The mad rush at the bargain table closes the eyes of the merchant to the axiom that price can never come first until price is the thing we are selling. No matter how low the price, remember that all the time the customer is weighing quality on one side of the scale, and no small price can outweigh undesirability. We are a firm believer in the use of prices in advertising. But the subordination to price of everything else, so often seen, we believe to be a mistake, judged from any viewpoint.

## The Value of the Show Window

"A famous merchant says that of all forms of publicity used by his store the show window is the most important. He bases this statement on the fact that the window gets in its work when the customer is on the spot, ready and able to purchase, with least inertia to overcome.

"Be this as it may, show windows are very important and must receive careful attention at the hands of the publicity man.

"For general publicity, windows are especially valuable. The show windows of Marshall Field & Com-

pany probably receive more general mention than any other single feature of that beautiful store. Lord & Taylor, on Fifth Avenue, are making striking use of their windows on that thoroughfare to create prestige. It is notable that on his recent visit, the Prince of Wales was so much impressed by one of Lord & Taylor's spectacular displays that he commented on it to the newspaper men as one of the remarkable incidents of his American trip.

"The study of lighting, of color combinations, and of backgrounds, is worthy of the highest intelligence and the display manager of a metropolitan store is now one of its most important functionaries. It is his responsibility to present the desired picture through his windows to supplement and emphasize the store's policy, to pick his share of customers from the passing crowds by show skill and knowledge of his business.

"The most advanced stores of to-day are aware-

**Tuesday, Wednesday and Thursday**

## Calendars Free

On Tuesday, Wednesday and Thursday we give away free to all our customers a beautiful Calendar. It bears no printed advertisement to mar its beauty. The number is limited, but unless the demand is tremendous all customers will be supplied—but the one way to be sure of yours is—BE EARLY.

NOT LIKE OTHER CALENDARS—IT'S DIFFERENT—IT'S BEAUTIFUL.

Positively no Calendars to children.

Special Bargains on Christmas Stationery, Christmas Cards, Willard's Chocolates, Perfumes, French Ivory, etc., etc. A large list to choose from.

French Ivory Hair Brushes from ..\$4.50 to \$10.00	Brush, Comb and Mirror Sets in leather boxes all French Ivory, from ..\$15.00 to \$25.00
French Ivory Mirrors ..\$4.50 to \$11.50	Perfume Atomizers ..\$1.25 to \$5.50
French Ivory Jewel Cases from ..\$2.50 to \$6.00	Christmas Perfumes in nice packages, from ..50c to \$6.00
French Ivory Picture Frames from ..50c to \$3.00	Christmas Stationery ..50c to \$5.00
French Ivory Manicure Pieces from 50c to 65c	Willard's Chocolates in pretty packages ..75c to \$9.50
Manicure Sets, French Ivory, from ..\$5.00 to \$10.00	

## MacFee's Drug Stores

STRAND STORE,  
129 Tenth Street  
Phone 2928

RED CROSS STORE,  
622 Ross St.  
Phone 1027

A Western druggist who believes in distributing calendars and letting the people know through newspaper columns.



ing a fixed rent for their show windows, this being paid by the department occupying the window each day. The total amount of these window rentals is deducted from Store Rental and charged to Publicity, very properly, as the publicity value of the location is one of the main reasons for locating a store in a high rental district. Some idea of the valuation placed upon windows is given by the fact that one store charges itself

with a total window rental of about \$140,000 annually. The departments in this store would be very glad if the number of windows available were twice as large, regardless of rent. Direct sales from show windows are numerous in this store, which changes all window showings at least twice a week, the selection of merchandise to be shown being entirely in the control of the Publicity Department."



W. J. M. McMULLEN.

W. J. M. McMullen, of Kerrobert, Sask., a leading man in the Saskatchewan Pharmaceutical Assn.

Ed Vadboucoeur, Montreal, President of the Quebec Pharmaceutical Assn



ED. VADBOUCOEUR

### GOOD ADVICE FOR DRUGGISTS

The past is behind us and we are going forward toward a better future. We were able to do many things in 1920. We learned new ways of doing our work and of helping each other. It was the best year in the history of the company.

We are thankful for what was done and proud of all who did it. The effort and ability of each one made 1920 a good year for all.

But there are greater problems before us. They will demand the best that is in us. We will have to think more and work harder. Those who have learned most out of the experiences of the past will be able to do the best work.

The events of the past year should teach us to look ahead. We should try to foresee conditions and act accordingly. This will give us a big advantage over those who have no vision of the future. It will make us more valuable in our work, in our homes, and in the community.

With each one doing well his part we need have no fear of the future. The days to come will see a bigger and better cash register business than ever before. There will be developments and improvements that will mean more people, more machinery, and more buildings at the factory. Let us have confidence in the future: let us be preachers of preachers.

This message should give encouragement to all retailers to launch out with more enthusiasm during this year in an endeavor to make business more profitable. Pres. Patterson of National Cash Register Co.

### RETAIL DRUGGIST, ASK YOURSELF

Do you save through discounting bills?

Do you take a thoroughly honest inventory at the end of the fiscal year?

Do you know whether the stock on hand is too large or too small?

Do you carry all fire insurance policies in the light of present values?

Do you keep such records that you can reckon to a fraction what the expense is?

Do you keep separate accounts of cash sales and charges, by the week or the month?

Do you keep a record of all goods purchased week by week or month by month?

Do you plan to know where you stand in relation to assets and liabilities, at least once a quarter?

Do you figure depreciation on fixtures?

Do you figure the percentage of the gross profit of business in relation to the total sales of the year?

Do you keep an accurate account of all expenses, not forgetting to charge bad debts and adjustment of complaints as legitimate business expenses?

Do you charge interest on money used as business expense?

Do you keep an accurate account of all salaries paid out?

Do you use the best endeavor to adjust properly the relation between rent and total business sales?

Do you make out a profit and loss statement at least twice a year?

Do you, at the end of the fiscal year, determine how many times you turned the stock over in the twelve months?

Do you set a good example to associates by good business methods, promptness and courtesy?

Do you study the methods of competitors and profit by their experience?

Do you read trade literature thoroughly?

Do you know, absolutely know, the truth about your business?

In a three-day sale recently, C. R. McBride, druggist, of Hamilton, Ont., printed the advertising circular in connection with it on light cardboard so that it would not be so easily torn, and accordingly more likely to be preserved for reference by the customer.



## Building Up a Prescription Business

**N**O matter how large the other departments of his business may be, the retail druggist should not fail to give to the prescription department the attention that it warrants. The prescription end of the business is the rock upon which the rest of the drug store hangs and even though many of the sidelines are big and profitable, there is absolutely no reason for neglecting the prescription end.

### Prescription Advertising of Sydney Druggist

One druggist who realizes "this is Buckley, The Druggist, of Sydney, N.S. We have given some samples of his advertising in previous issues that illustrate that the sidelines in his store are important. Nevertheless, he also makes the most of his prescription department. Recently he used space 7 by 12 inches in the local paper devoted exclusively to the boosting of prescription work. We reproduce the ad. in question on the opposite page.

"One of the most famous and successful advertising slogans in the world is, 'There's a reason,' says a writer in an exchange. There is a reason, in deed and in truth, for every business success. Nothing of that sort comes into being by accident, or because the owner of the enterprise is 'lucky' or 'a good fellow.' or 'on the right side of the street.' There's a reason.

### "There's a Reason."

If you have not been having the prescription business that you would like, and feel that this department of your store is not producing the income that it should, just remember that probably there is a good reason for this condition. Then look around for the cause, and try to eliminate it.

In the first place, have you cultivated business of this kind? You wouldn't expect to get business for your soda fountain if it were in the basement or the back yard, but its prominent, public position guarantees it attention from those who pass by or enter. It does much of its own advertising.

### Keep Prescription Department Before Public.

It might be suggested, of course, that everybody knows that the druggist fills prescriptions. True enough, but this is a negative condition at best. They probably know that he handles confectionery, cigars, toilet articles and other lines; but these goods are put forward and displayed as much as possible in order to attract attention and render the demand for them more or less automatic.

Have you done anything like this for your prescription business? Or has it begun to dry up and blow away, so that the ease protecting the operations of the pharmacist from the eyes of the public is hardly needed any longer?

### How City Druggists Went After Business.

A leading druggist in a good-sized city decided some time ago that he wanted more business for his prescription department. He had a down-town location, fortunately, so that he was able to advertise in the daily newspapers to advantage. But if he had had a suburban location he could have used letters, circulars, the neighborhood newspaper or some other form

of publicity; so don't figure that your location should keep you from advertising.

Having decided that he wanted to boost his prescription department, the druggist looked around for some plan of advertising; in other words, for a "talking point" on which to hang his advertising. First he re-equipped his prescription department. As far as practicable all cases containing drugs were made air, light, and moisture-proof. That made talking point No. 1.

Then he decided to discard the old type of box, with its detachable top, by means of which accidents are encouraged, and substitute hinged boxes for them. Thus he made it certain that the lid would always be with the box to which it belonged. That made Talking Point No. 2, and a decidedly good one, at that.

### THE MOST PERFECT PRESCRIPTION SERVICE THAT THE SCIENCE OF PHARMACY MAKES POSSIBLE

Have your prescriptions put up here where pure ingredients and expert compounding will insure just the results anticipated by your physician.

All that science can suggest or money buy in fine drugs, perfect equipment and careful service are here for your protection.

Our double-check system makes errors practically impossible.

The price of a prescription is based on actual cost of drugs, plus a reasonable commission for the time devoted to its preparation.

Let Us Fill Your Next Prescription

## MacFee's Drug Stores

Phone 2925

Phone 2928

Good prescription advertisement of Brandon firm.

Having a down-town location, and desiring to get not merely transient business, but trade from all parts of the city, his next step was to arrange for proper handling of the business. He might have used a boy on a bicycle or relied on the street cars; but inasmuch as efficiency and promptness were to be his mottoes for getting more business, he lost no time in purchasing a motorcycle, the use of which was to be confined principally if not entirely to going after and delivering prescriptions. And that was another selling argument that would work up well in an advertisement.

### Each Point Advertised Regularly

Having by this time something to talk about, he proceeded to do the talking. It must not be assumed



# 3

## Elements of Value in Prescription Work

### *Quality - Knowledge - Care*

Quality, in relation to drugs and medicines, is a very uncertain quantity. A drug may be a second or third-grade drug and yet be first quality in its grade.

Quality is important in drugs because it is only through quality that you get best remedial value. Our care, our knowledge, our experience is devoted to the selection of quality drugs as demanded by the best of physicians.

Knowledge is the science of knowing how to do a thing right. In prescription work knowledge is of vast importance because prescription compounding is scientific. Knowledge is employed in

the filling of prescriptions here, every bit of this work being done by pharmacists who have passed examinations to prove their knowledge.

Care must be exercised in the filling of every prescription to determine that quantities are correct as well as qualities, and that each scientific step in the compounding has been properly followed. Results and even safety depends upon this method. Proof must be given, and this is done by a double and triple checking process where one pharmacist checks up on another's work.

Quality, knowledge and care you get combined in every prescription that bears our label, and in addition you get a guarantee against imitation or substitution and an assurance of the exact following of the doctor's orders. Indeed, ours are medicines as they should be, and handled as they should be, and can only give the best results to the patient.

# BUCKLEY

Phone 10

*The Druggist*

Prince and  
Charlotte Street

**Buckley's Busy Bend**



that all the points referred to were brought out in one single advertisement, and that the campaign then stopped. On the contrary, each point was developed separately, and enough details were given to impress the public with the value of what was being done for its convenience. The publicity was kept up, the two leading papers of the city being used, and the results soon began to tell. The motorcycle was kept busy carrying medicines all over the city, and the force of prescription clerks had to be increased to take care of the business.

#### Kept in Touch With Physicians

And of course the druggist kept in touch with the physicians in the proper way. He knew many of them personally, and advertised to them by means of blotters, prescription pads and other mediums of this kind. Besides, he knew that all his general advertising, telling about the improved facilities of his store for handling business, would appeal to physicians as well

## Thousands of PRESCRIPTIONS Speak Well of Our Service

Our prescription file contains thousands and thousands of prescriptions from doctors in various localities. We are proud of our prescription record, and we point to it as very evident proof that our methods are right.

Bring your prescription to us, we compound it exactly as the doctor wishes. You get a prompt service. Only the purest, most potent and thoroughly reliable drugs used. You pay us just what a prescription is worth and no more. Why not bring your prescription to us? Why not?

## Laing's Drug Store

19 Ouellette Ave.

Phone 26 or 41

We Deliver

Advertising used by Windsor druggist to push prescription department.

as purchasers of medicines, because physicians desire to have their patients patronize only the best druggists, with the best goods and the promptest service.

Ask this druggist if prescription business has vanished, and if he is compelled to try to make up on hair brushes the profits he used to make on medicines compounded in his own shop, and he will say:

"My business on sundries and commercial lines of all kinds was never larger; but my prescription department has become the largest in town, and is growing right along. I think it is because I organized it well enough to have something different to advertise—and then advertised it."

#### QUESTIONS AND ANSWERS.

Question.—Are not cassia and cinnamon the same thing?

Answer.—Practically so. Most of the cassia comes from China, and because of that it is something termed Chinese cinnamon. The bark of the cassia is much thicker than that of the true cinnamon and the taste is more pungent. When ground, it is quite difficult to distinguish between the two.

Most of the cinnamon comes from Ceylon, although it is also grown in Java, Brazil, Egypt, and the West Indies. The cinnamon grown in Ceylon is the best. The bark is very thin and smooth. The taste is mild and peculiarly sweet.

\* \* \*

Question.—How do cloves grow?

Answer.—Cloves are dried flower buds of the clove tree, which grows on the islands of the tropics. It is a bushy tree with a cone-shaped appearance, and averages from twelve to twenty feet in height. The buds are picked by hand, then spread out on mats to dry, or else dried over a slow fire. The best cloves come from the Island of Penang in the Malaysian Archipelago.

\* \* \*

Question.—How does ginger grow?

Answer.—Ginger is the only spice produced from the roots of a plant. It is made from the underground stem or rhizome of the ginger plant, which grows in China, Japan, Jamaica, the West Indies, Africa and tropical America.

\* \* \*

Question.—How are the Maraschino cherries produced, and where does this cherry derive its name from?

Answer.—The name "Maraschino cherry" is really a misnomer, for there is no cherry that could properly be called Maraschino cherry. The name is derived from the Marasca cherry which grows in Dalmatia.

This cherry was formerly distilled in a liqueur, which was known as Maraschino liqueur. Some French packers used to put up preserved Royal Anne cherries, which they flavored with the Maraschino liqueur. Thus, preserved Royal Anne cherries, flavored with Maraschino liqueur, came to be known as Maraschino cherries. As the cost of the genuine Maraschino liqueur is too great, and as an excellent substitute has been discovered, which can be produced at a much lower cost, practically all Maraschino cherries on the market are flavored with the substitute, which, some claim, has even a better flavor than the genuine Maraschino liqueur.

These cherries are made from Royal Anne cherries, picked before they were fully ripe. They are pitted and cooked in syrup for a long period, after which they are artificially colored and flavored.

"Quite a good epigram that," said the tramp, who had been convicted for vagrancy. "What did he say?" asked the tramp's pal. "Seven days." "How d'you make that out an epigram?" "Why," said the tramp, "I once asked a parson what an epigram was, and he said 'It's a short sentence that sounds light, but gives you plenty to think about.'"



## Ontario College of Pharmacy Junior Examination Results

First-class honors—In order of merit—T. E. Gingell, R. Tait, J. D. B. Hatchwell, Arthur Gillespie; A. Edwards, J. A. McLellan, equal; Mary Coghlan, D. A. Harris, equal; G. Males, A. R. Thomson, J. C. Kennedy, equal; M. Cole, L. D. Lapp, W. A. Allen; N. A. Masden, R. Quigley, equal; E. C. Jones, C. E. Begg, H. Cauthers, C. H. Leach, E. A. Stuckey

Second-class honors—In order of merit—A. W. Light, C. E. Canning; W. S. Manson, Irwin Linker, equal; Harold Parke, Harold M. Derbyshire, A. J. Armstrong, equal; W. R. Jackson; W. H. Smallman, Bessie Menzie, Robt. Lindsay, Clarence Ellis, equal; J. A. Wood, J. H. Grant, equal; M. Carolyn Braiden, G. E. Meyer, C. C. White, Leo Koffler; Geo. Carefoot, R. J. Warden, equal; A. J. Wagner, H. N. Kennedy, Geo. P. Perrett, T. Allan Clark, equal; P. J. Morton, M. L. Magee, F. J. Gray, equal; D. A. Shepherd, H. A. Rooney, equal; W. G. Stepler, G. C. Nicholls, equal; G. F. Smith; Irene Langford, E. M. Hawkins, equal; J. Boyle, F. C. Keown, J. R. Dunn, Muriel Struthers; C. McCallum, J. R. Christman, W. H. Karn, equal.

Pass list alphabetically arranged—H. B. Abell, P. Amont, W. F. Anketell, W. R. Ball, P. F. Barry, J. Beaton, W. E. Beckett, W. Best, F. W. Biggs, A. Brander, T. S. Brandy, R. R. Brett, H. F. Brissen, G. Cheesman, H. M. Coloberry, B. F. Cook, J. F. Cook, George Coulter, J. W. Craig, E. C. Drake, F. R. Eley, A. E. Davis, T. J. Dawson, J. G. Devereux, C. Devlin, W. C. Drury, Harry Erskine, K. H. Fairley, G. W. Fairley, B. S. Farr, C. C. Fleming, Kate Rankish, H. J. Fuller, V. R. Garnham, J. J. Grady, E. Graham, E. F. Grandy, Geo. Hamilton, J. J. Hene, E. O. Houghton, O. D. Huntley, W. S. Ireton, Alice E. Jackson, D. S. Jackson, Cecil C. Johnston, P. Kelly, D. C. Kerr, C. B. Killens, M. H. Lang, C. Langford, W. N. Liddell, H. J. Madill, C. W. Miley, A. J. Manion, Hector Moranda, G. F. Marshall, Hector Mastron, D. F. Meeking, J. H. Melanson, A. Metcalf, A. Michaud, J. R. Miller, W. L. Miller, R. Mitchell, J. C. Monkman, H. A. McCall, Jean Keown, G. H. McKinley, D. C. McLean, C. E. Netton, Robt. Paul, F. S. Pennebaker, W. L. Pratt, A. Race, E. R. Riggs, N. Ray Robinson, H. E. Rose, M. Rowley, F. W. Schultz, T. C. Selby, W. Clyde Shaw, E. S. Simmons, R. G. Simpson, C. F. Smith, O. Soiko, Una K. Stewart, Mary E. Sullivan, Robt. Sullivan, H. C. Taylor, W. E. Taylor, F. D. Ullman, J. Unger, Ivan T. Walker, Blake Waterhouse, L. C. Waters, C. D. Watson, J. H. Webb, Rosina M. Wehr, R. W. Weston, J. C. Wilson.

Granted Aegrotat with pass standing—W. B. Sloan. Starred in subjects—R. E. Dolan, Pharmacy and Biology; A. Darch, Pharmacy; W. R. Dredge, Pharmacy; R. A. Hindson, Biology; J. C. MacGregor, Chemistry; S. Cranston, Biology.

Highest in subjects—Pharmacy—Una K. Stewart, Murray Cole; F. C. Keown, Mary Coghlan, T. E. Gingell, D. A. Hatchwell, equal. Practical Pharmacy—Una K. Stewart, Rosina M. Wehr; S. Cranston and D. A. Hatchwell, equal. Latin and Posology—C. H. Leach and A. Gillespie, equal; O. D. Huntley. Practical

Chemistry—C. R. Tait, T. E. Gingell, J. A. McLellan. Chemistry—Murray Cole and J. D. Hatchwell, equal; H. J. Fuller. Physics—Mary Coghlan, W. H. Rowley; E. M. Hawkins and Muriel Struthers, equal. Biology—Mary Coghlan, J. H. Grant, W. Smallman.

The supplementary examinations were held Jan. 4, 1921 at 9 a.m. The lectures of the senior term commenced on Jan. 5, at 10 a.m.

### THE DRUG MARKET

Movement of staple lines of drugs and patent medicines during the autumn was comparatively slow, according to a large Toronto retailer, who claims that the reason is to be found in the unseasonably fine weather which has obtained, as well as the absence of a serious epidemic of any kind. Articles such as clinical thermometers, ice bags, vaccine points, etc., are naturally not nearly as active as when the "flu" or smallpox were prevalent. Moreover, colds last fall were not common, and this restricted considerably the demand for cod liver oil preparations and cough mixtures.

Prices of a number of staples have been reduced, among which might be mentioned quinine and similar lines and opium products.

Turpentine is lower, as also are paint materials. Soaps would have declined further but for the scarcity of essential oils, which are still high. Bottles are still high in price, and alcohol is firm, which naturally adds to the products of which it is a constituent.

Fancy goods were active and were moved freely, especially during the Christmas season. Toilet articles and white goods were very popular with the public, and one retailer claimed that he had disposed of large stocks and had to supplement these with further orders.

### DRUG STORE BURGLARIZED

S. H. Elmore, a druggist, whose store and residence are at 1649 St. Clair Avenue, Toronto, a fortnight ago suffered loss of goods which he values at between \$400 and \$500, besides \$12 in cash, when his store was broken into and ransacked. The family slept as the robbery progressed, and, according to Mr. Elmore, not the slightest disturbance or noise of any kind was heard while the robbers worked. When Mr. Elmore opened the store, he found that articles of every description had been taken from the big display windows, and, out of three talking machines that had been in the store for sale, one was missing.

### SILVERWARE AS PURCHASE PREMIUMS

It is rather an usual thing for a drug store to have a display of silver plate in its window, and for this reason a fine showing of silver and cutlery in the window of Frank Hyde, druggist, in Woodstock, Ont., recently attracted much attention. The attention was intensified when the show cards had been inspected, for this silver was given away as premiums on purchases. For all coupons valued at over \$3.50 a piece of Community plate was given as a Christmas gift, and as the silver was the genuine article the plan brought great success.



# MAKING BOOSTERS OUT OF KICKERS

**F**EW retailers make the boast that all customers are given entire satisfaction in their store. There are sure to be some people who think they did not receive the service expected, and, if permitted to leave without redress, are sure to hurt the reputation of the store by gossiping with other customers.

When people get a grouch they are sure to become kickers, and as a result their gossip will turn many customers from your door. Many a store has lost valuable opportunities, regardless of the fact that the best publicity methods were used to stimulate sales, simply because of carelessness in the handling of complaints. How often have we heard store-keepers say when a complaint was lodged, "Oh she is an old grouch—always kicking about something," and instead of realizing that this is a live opportunity to save the reputation of the store, complaints are handled in this haphazard way.

Every merchant knows that the person who makes an ugly complaint is a sure gossip. The world is full of this kind of people, and although we cannot kill them, nor stop their talking, still, we can direct this sort of talking into the right channel. There is very little to be gained in arguing a disputed point with a customer, for the merchant invariably gets the worst of it. Why not endeavor to handle your complaints on the principle "that the customer is always right." If customers are not given satisfaction, tongue-wagging results and there is nothing that will hurt your store's reputation quicker than gossip of this kind. Stop it by satisfying the customer before she leaves the store and you will find that the resulting publicity will be most gratifying. You should realize that the complaint you are facing is not a theory but a condition then if you decide to accede to the customer's demands, do so with a smile and do so right away.

## One Method of Procedure

This example will serve to show the result of looking upon complaints in the right light. A woman bought two boys' wash suits in a certain department store and took them away to her summer home. While there she discovered that they were too small and upon her return at the end of the summer she went back to the store to obtain a refund. The clerk in charge of the department informed her "that the suits had been reduced in price and that he could refund only part of the price originally paid for the articles." The customer indignantly refused his offer and started out, exclaiming, "I will never buy here again." It so happened that her remark was overheard by one of the managers who enquired what her trouble was. She told him her story and was taken back to the department and received the original price of the article, the manager pointing out that the policy of the store was "to satisfy every purchaser." This may appear to be taking the woman's part, but her changed attitude toward the store was well worth the effort. Her friends would be sure to hear of the admirable way she had been treated by the manager, and the increased patronage would fully repay any loss the firm had sustained.

## Educate Your Clerks

This important question of complaints should not be taken as a joke, nor should it be left to the care of incompetent clerks. Kickers with the exercise of a little judgment can always be made boosters. If clerks are to handle complaints they should be educated to the point of realizing that "Every satisfied customer is the best advertisement," and take pains to satisfy them.

Seize upon every kicker thankfully as the opportunity to create another booster for your business. If you act with this vital thought in mind, your business will grow bigger and more profitable. If you leave this important matter in poor hands you may begin to wonder why your trade is falling off and the public going to the store of your competitor.

## IT PAYS TO ADVERTISE

There never has been a time when the druggists should be more resourceful and enterprising in seeking business than at present.

It is generally conceded by business men that there has been a "buying strike." The public have become convinced that in many lines big reductions in prices are coming and have held off their buying until goods could be bought at materially lower levels.

Reductions in prices have taken place in many lines of goods. The retailers should get in line with these reductions and then, by aggressive advertising, and by attractive window displays, should do everything in their power to keep the public buying.

## TOO MUCH PESSIMISM

There is a wide difference between caution and pessimism.

The cautious man looks the facts in the face; then when he sees danger ahead he makes his plans to avert or overcome the danger.

There is great need of caution in the present business situation. Consider all the facts fully and squarely. Then make your plans to conduct your business so as to best meet the situation.

There is no warrant for pessimism as far as the retail druggist is concerned. True, profits will likely be less than they have been recently. True, it may be necessary to take a loss here and there to get rid of poor-selling lines. True, it may be advisable to let your stocks run below the level you prefer. True, it may be necessary to plan and scheme to pay bills promptly.

Yet, one must remember that this is an aftermath of such a dislocation of business as the world never saw before; that in many countries business was shattered; that the wonder of it all is how we came through so far so well; that already signs of improvement and recovery are beginning to be seen.

There is no excuse for pessimism. The continent of America has been wonderfully blessed by prosperity—in fact, conditions have been almost everywhere in Canada and the United States.

We will soon recover from the present uncertainties.



## Drug Trade Around the World

### MORE PHARMACIES FOR ROUMANIA

The Roumanian Government has decided to permit one hundred new pharmacies in the kingdom, thirty of which will be allotted to Bucharest, ten to Jassy, and five each to Braila and Galatz.

### LIMITING PHARMACISTS IN HUNGARY

To prevent overcrowding in the pharmaceutical profession, the Government has decreed that not more than 100 students of pharmacy shall be admitted to the University of Budapest, and thirty to that of Klausenburg; the number of apprentices will thus be automatically controlled.

### STUDY OF PHARMACY IN POLAND

The study of pharmacy at the Warsaw University has now no connection with the medical faculty, and a separate pharmaceutical institute has been created, of which Professor Dr. Mazurkiewicz has been appointed the director. Intending students must hold the matriculation certificate.

### AUSTRIAN COURT PHARMACIES TAKEN OVER

The former Court Pharmacy in Vienna, with its two branches in the Castles of Laxenburg and Schonbrunn, which used to be the property of the crown, have now been taken over by the Austrian Government, and the sign with the designation "Hofapotheke" (Court Pharmacy) has now been replaced by one reading "Staatsapotheke" (State Pharmacy).

### PHARMACY NATIONALIZATION IN FINLAND

A message from Helsingfors announces that a Bill has now been placed before the Finnish Riksdag for the conversion of the pharmacies in Finland into State property. The circumstance is said to have produced great unrest among the chemists' assistants and pharmacists, who have expressed their intention of leaving the business in the event of the Bill being passed into law, and transfer their services to drug-stores and the chemical industry, as they consider that the idea of State pharmacies is impracticable.

### EARLY CLOSING IN AUSTRALIA

On Monday, Tuesday, Wednesday, Thursday, and Friday chemists' shops are closed at 6 o'clock in the evening, and remain closed until 8.30 o'clock on the following morning. On Saturday they are closed from 1 o'clock in the afternoon until 6.30 o'clock in the evening, and are again closed at 8 o'clock in the evening, and remain closed until 7 o'clock on Sunday evening. On Sunday they are only open for one hour, 7 to 8 o'clock, when they are closed until 8.30 on the following morning. On public holidays the same hours as Sunday are worked. On Christmas Eve they close at 10 o'clock in the evening, and remain closed until 7 o'clock the following evening, and on the day preceding Good Friday they close at 9 o'clock and remain closed until 7 o'clock the following evening.

### CUT PRICES

THIS is a question that confronts all of us. It is ever with the smaller retailers, and clerks have to decide for or against when they start for themselves, says a writer in *The Practical Druggist*.

The chances are that we have been working mostly for the cutters, and feel that we must also cut to do business, and we plunge headlong into the cutting business in an aggressive campaign to build up a trade and a reputation on low prices. Let us pause before we do this and survey it from a sane business point of view.

Firstly, whatever the neighborhood, we will do a certain amount of business at full prices; people will not desert you altogether to save a nickle here or there, and we must always figure that 99 per cent. of suburban people do part of their shopping down town anyway. You might answer that the cutters deliver at their regular prices in the suburbs. True, but they cannot give the service you can, and when your customer needs something he usually needs it in a hurry.

Granted then you can do \$25.00 a day at full prices, and you make at least 40 per cent. average profit. You can handle it yourself with a relief man and keep your expenses down. You make a gross profit of \$3.650.00.

By cutting prices you may increase your business 30 per cent. (which is doubtful); your daily sales would be about \$33.33, or for the year \$12,154.50, but you have lost at least 15 per cent. profit by cutting, which leaves your gross profit only 25 per cent., so the amount of your gross profit is only \$3,038.50, as against \$3,650.00, with full prices and 30 per cent. less business.

Then again, by increasing your sales you increase your expenses. Instead of a relief man you would probably need to keep a clerk full time. You would need more stock and you would be spending more on advertising.

If you can do business enough, say \$60 to \$75 a day, it may pay you to meet downtown competition, because you have business enough to fully occupy the time of your clerk. He can be earning his salary every hour of the day, whereas in the smaller store you would be paying a man \$140 a month to wash bottles, pack stock, clean off show cases, sweep out and do general porter work, which the big stores get done for \$12.00 or \$15.00 a week. That is where they can beat you. If times are dull they can let out a man, but you have to pay your man whether he is earning his salary or not.

There are very few suburban neighborhoods where enough business can be done to profitably meet the cutter, and even then it is a matter of keeping the store open only to pay the help. For the large investment and the worry of it there is nothing in it to properly compensate.

For a suburban store it is far better to build up your business on good service and congenial personality, and if you do a little less business at least you are getting the profit of it, and you are independent. If the district will not support you under those conditions you can bet your bottom dollar it won't if you give your goods away.

The public respect a man with backbone and they love a cheerful disposition and good service and in the end they are willing to pay for it.

If a thing is worth doing, it is worth trying until success comes.



# Methods Used to Increase Sales in Drug Stores

*Some General, but Mostly Canadian Helps*

## A WAY TO ATTRACT CUSTOMERS

In a middle western state there is a "corner drug store" of a small town, which does a flourishing business. Among the lines on which it depends are stationery novelties and greeting cards. There is a rack containing the greeting cards in the back part of the store and conveniently at hand is a phonograph. Now, this is a western town where formality receives scant consideration and where everyone knows everyone else. The young men who operate the store are intelligent enough to realize that the best way to interest that portion of the public which drops in occasionally for postal cards or prescriptions, is to make it perfectly plain that the phonograph is present for the entertainment of whomsoever cares to use it. Therefore, there is a good-sized rack containing records just back of the phonograph and a sign invites the customer to help himself.

It is surprising how much business that phonograph has pulled. In the evening if several young fellows drop in for cigars, the probabilities are that one of them will put on his favorite record, and while they are listening to it they will buy more cigars or ice cream, and a passerby may be attracted by the music and drop in to make a purchase of greeting cards or stationery which he had intended to make elsewhere. At any rate, the phonograph idea has "worked."—The Sonora Bell.

## LOSING A SALE

This little story appeared in one of Armour & Co.'s leaflets.

The customer enters the store to buy a hair brush. The clerk takes down two brushes and says: "This one is \$2.50 and this one is \$2.00."

"What's the difference between them?" asked the customer.

"Oh, just a little difference in quality," says the clerk. "They are both good brushes."

The customer bites her lip and ponders; then she says: "Well, I believe I won't decide to-day; there is no hurry about it."

The next day the customer goes to another store and asks to see some hair brushes.

"Yes, ma'am," says the clerk. "Here is a fine brush for \$2.50."

"Haven't you any for \$2.00?" she asks.

"Certainly," replied the clerk. "Here is a good one at that price; but this other brush is made of a much better grade of bristles; it will last longer and gives more satisfaction in use. I recommend it. It's really worth the extra money."

## WONDERFUL STORE SERVICE

Speaking of advanced methods of storekeeping, William D. Ager, who has recently installed himself at New York as the American representative of Harrod's Ltd., London, says:

"Our London store will supply a doctor who will attend a mother and babe in childbirth, will supply a nurse to care for the mother and child, will supply all

the child's clothes as it grows up, select schools for it, sell theatre tickets, railway and steamship tickets, supply taxicabs, for any event, decorate a home for a wedding, supply the wedding breakfast, furnish a home completely, and finally when the person dies, bury him or her and take over the management of the estate.

"Our cable address is 'Everything-London,' and our trademark is a picture of the globe, with the words,

## ONE CENT SALE AT INGERSOLL

A very successful one-cent sale was staged by Gayfer's drug store, Ingersoll, Ont., recently. Gayfer's is the Rexall store for the town, and the sale was carried on with the co-operation of the manufacturers of this line of goods. The residents of the town patronized the sale in surprising fashion. Right through the first day every clerk in the store was kept busy from morning till night, and many lines were sold out within an hour or two of opening.

## THESE COLORS CATCH THE EYE

Investigators have made careful tests with a view to deciding the legibility of colored letters on colored papers, the distance, size and form of the type used and other conditions being the same. The following list shows their findings in order of legibility:

1. Black letters on yellow paper.
2. Green letters on white paper.
3. Blue letters on white paper.
4. White letters on blue paper.
5. Black letters on white paper.
6. Yellow letters on black paper.
7. White letters on red paper.
8. White letters on green paper.
9. White letters on black paper.
10. Red letters on yellow paper.

It might pay some merchants to study the above list when making up sign cards or window posters.—The Red Ball.

## SHOPPING BY TELEPHONE

At this time of the year when weather is inclined to be unpleasant for shopping, is a good time to boost telephone shopping. The window may be used to solicit orders by telephone. For this purpose secure a bright, new telephone from the telephone company, and place on a pedestal in the centre of the window.

Care should be taken where different goods are mixed up in the same window to get harmony of color and not a mere jumble of spots. Indeed, the best effects are produced where the whole display is built of one line of goods and if the trimmer has not a fair idea of harmony in colors, he will do well to avoid getting too far away from the one line idea in his windows.

In case one line of goods is used in this window select a color which is prominent on the labels, match it in baby ribbon and run lines of ribbon from the phone to the different cans. Display a placard which might read "Telephone orders receive immediate and most careful attention by our quick delivery system."



# Development of the Tobacco Industry in Canada

*Cultivation of tobacco in Canada has shown a big increase in the past twenty-five years—many sections adapted to its growth.*

TOBACCO culture in Canada is an industry of comparatively recent date. Extensive development has taken place in the past twenty-five or thirty years, and recent seasons have proved the adaptability of widely separated sections of the Dominion to this profitable line of agriculture. Since the protection of 28 cents per pound has been imposed on all foreign leaf tobaccos the Canadian industry has received yet greater stimulus, and interest in the culture is increasing wider and more diversified yearly.

## Successful Tobacco Growing Districts.

The two principal provinces where tobacco has been successfully grown for many years are Ontario and Quebec. Very successful results have been obtained at Kelowna, in the Okanagan district of British Columbia, and the growing of tobacco may be said to be well established as an industry there. Recent experiments in the Lethbridge irrigation district in Southern Alberta, would indicate great possibilities for the future in the prairie province.

Tobacco, in Ontario, is grown in the counties of Essex, Peel, Kent, Prince Edward, Elgin, and Lincoln. A total of 9,226 acres among these counties was devoted to the cultivation of the tobacco plant in 1919, producing a yield of 10,709,400 pounds, or an average of 1,150 pounds per acre.

## The Burley Variety.

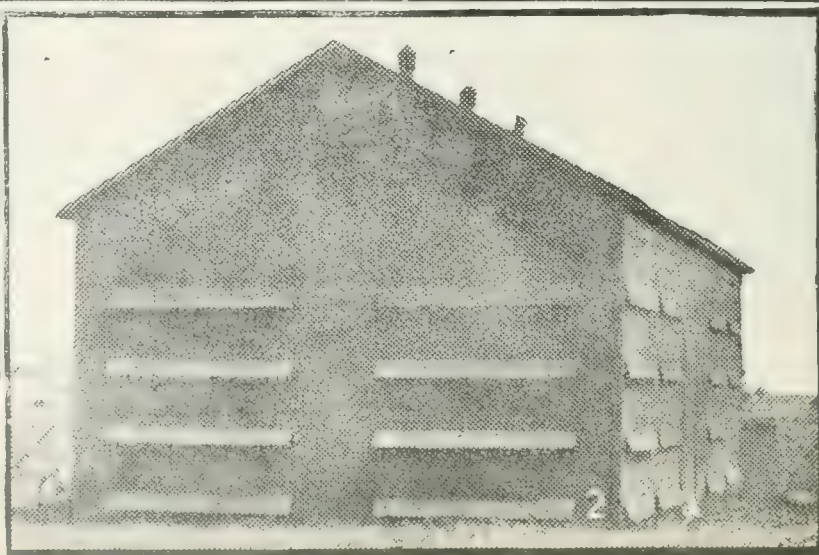
The Burley variety, suitable for chewing, is grown in Essex; shuff in Kent; and Havana in Lincoln. Mary-

land tobacco has been introduced into Prince Edward County with success. During the past few years the growing of bright tobacco (flue cured) has extended rapidly on the light sandy loams near the shores of Lake Ontario, and some gravelly hills with good drainage. The annual production of this variety is nearly 1,000,000 pounds, with the yearly demand increasing. A limited amount of seed leaf and fire cured leaf of the heavier type is grown in certain sections. The cost of cultivation in the province, including the labor of the grower has been estimated at from \$50 to \$75 per acre, and the average yield about 1,300 pounds per acre.

## Higher Prices Stimulate Production.

The increased demand, and higher prices of recent years have given tobacco growing in Ontario a considerable impetus. The provincial Board of Agriculture, realizing this, instituted a tobacco station at the Harrow experimental farm, which has done valuable work in proving species of plants adapted to the various soils of the province, and encouraging limited production and improvement in quality rather than a large acreage of mediocre quality, by improved methods of culture.

The tobacco production of the Province of Quebec for the year 1919 was about 10,000,000 pounds and there were 22,404 acres under cultivation. As a tobacco growing area, the French-Canadian province has been



(1) White Burley Nearly Ripe, in Ontario.

(2) A Good Type of Curing Barn.

(3) Framed Cigar Leaf from Quebec.



*Twelve Reasons why the Retail Drug Trade  
of Canada should stock and push the sale of*

# BLACKSTONE

## 10-CENT CIGARS

If you haven't read the reasons in previous issues,  
get back numbers and do so.

### REASON NO. 4

In our last advertisement we discussed the influence of the filler in giving the good aroma that is characteristic of the "BLACKSTONE" Cigar.

Few people realize the importance of the binder (the inside wrapper) in a cigar.

The best binder comes from Connecticut. We secure carefully selected stock from this locality—a stock with a "nutty" flavor, which gives the "BLACKSTONE" a pleasing taste to the smoker.

We will tell you about the wrapper next month.

*Stick to*  
**BLACKSTONE CIGARS**  
*10c                      They are Safe*

**THE GENERAL CIGAR CO., LIMITED**  
137 MCGILL STREET - MONTREAL





(1) Hauling Tobacco to the Curing Barn. (2) Full grown White Burley Tobacco in Ontario.

coming more to the fore every year. This is illustrated by the fact that in 1911 there were only 12,134 acres devoted to this culture. In the counties of Berthier, Joliette, L'Assomption, Montcalm, Portneuf, Richelieu, Rouville, Terrebonne, Vercheres and Yamaska the industry is carried on a very large scale. There are federal government stations at Saint-Jaques de L'Achigan County of Montcalm, and at Saint-Cesaire, Rouville. In many counties the tobacco plant is grown for cigar manufacture, the principal species sown being Havana, Connecticut, Pennsylvania, Ohio, Wisconsin, Comstock, Simmers Spanish, Cannelle, and Persian Rose; but greater success is achieved with pipe tobaccos, such as white burley, red burley, blue prior, yellow prior, hester yellow mammoth and Tennessee Red.

#### **Tobacco Growing in the West.**

The Growing of tobacco in British Columbia is practically confined to the area surrounding Kelowna in the Okanagan Valley. The total 1919 output, which amounted to about 120,000 pounds was sold at 20 cents per pound to a Quebec manufacturer. Interest in tobacco production in the Pacific province is on the increase, and in many sections of its area can be found warm, sunny, well-drained slopes of sandy deposits well adapted to the cultivation of tobacco plants of the heavier type.

The possibility of successfully growing and curing tobacco in Southern Alberta has been clearly demonstrated by the experimental farm at Lethbridge. Sixty plants, grown in the season 1919, produced prolific foliage, which was cured on the farm and made into cigars. Experiments will be carried on a more extensive scale with a view to establishing the industry as a commercial proposition in the irrigation belt.

The successful growing of tobacco calls for rich and light soils containing a good supply of vegetable matter, and will yield the best results. Soils deprived of humus, however, rich in mineral elements, are not suitable for its growth. Good drainage of the subsoil water is essential. The soils of hillsides, with a gentle slope, generally give excellent results, mainly on account of the rapidity with which an excess of water drains off. The best soils for successful growing are those which contain a sufficient proportion of clay and humus to enable them to retain a good supply of moisture, known as "loamy soils." Stiff clay soils are the least suitable.

#### **U. S. DRUG TRADE STATISTICS**

The number of retail drug stores in the United States is 49,000.

There is one retail drug store to every 2048 of the population.

Forty-four and one-half per cent. of these stores are rated at \$2,000 or less.

Of these 44½ per cent., 92 per cent. are without rating in the commercial agencies. Twenty-three and one-half per cent. are rated at \$2,000 to \$5,000.

Of these 23½ per cent., 67 per cent. are without rating in the commercial agencies. Seventeen per cent. are rated over \$5,000 and less than \$10,000. Eight per cent. are rated at \$20,000 and over.

Thirty years ago the number of drug items on the market was 2699.

The number of drug items now on the market is 45,000.

The patent medicine business of the average wholesale druggist is 54 per cent. of the total sales.

Of this 54 per cent., only 12 per cent. are distributed in lots of one dozen or more.—Drug Topics.



### DRUG STORE ROBBED BY HIGHWAYMEN

At 11 o'clock one night within the month two men, armed with revolvers entered J. W. Struthers' drug store at 610 Bloor Street West, Toronto, held up the clerk there, and rifled the cash register of \$100. This done, the robbers fled.

The clerk's story is to the effect that the two men entered together. The clerk went to the counter to wait upon them, when one of the men thrust two guns under his nose, told him to put up his hands and stand still, while his confederate went behind the counter and stole the contents of the register. Their work completed, the men left the store. The clerk told the police that he distinctly heard the throb of a motor car outside immediately after the men left. He notified the police and a motor patrol started in pursuit of the bandits, but without result.

### TRY IT AGAIN

Suppose you have honestly tried, and failed. Try again. Cyrus Field tried three times before he succeeded in laying the Atlantic cable. Elias Howe tried a lifetime, almost, before he got a working model of the sewing machine. Marconi made many attempts before he got his wireless to working. The Wright Brothers did not fly at their first attempt, not at their hundredth. Jay Cooke, one of our first millionaires, was many times a millionaire at fifty-one. At fifty-two he was practically penniless, but he went to work and built up a second fortune.

"It's nothing against you to fall down flat,  
But to lie there, that's disgrace."

### RECENT SCIENTIFIC DISCOVERIES

The last week of 1920 was a most important one in the field of science, considering the number of discoveries announced in astronomy, medicine, archaeology, electricity and magnetism, including the development of ultra-violet rays.

The most startling announcement of the week was that of a Leipzig engineer, Willi von Unruh, who claimed that he had discovered a method of breaking up the atom, and exhibited a machine which kept five lamps, each of 1,000 candle power, burning for hours. By such an affair enough energy could be stored in a cigarette case to carry an aeroplane around the world. Sceptical scientists were not permitted to examine the machine.

At a meeting of the American Association for the Advancement of Science held in Chicago, Prof. Albert A. Michelson of the University of Chicago announced the results of the first application of a device to measure the diameter of the stars.

An invention growing out of the necessity of war was demonstrated by Prof. Robert W. Wood of Johns Hopkins University. This was a machine which produced ultra violet rays invisible to the naked eye. This device can be used on aeroplanes and naval craft or by land forces for signalling.

Experiments in electrical and magnetic energy made by Prof. Louis A. Bauer were also made public. From these he deduces that the earth is lying in a huge magnetic field. Currents from this field enter the earth near the poles as negative waves and come out at the equator as positive, he thinks.

New information concerning the age of the earth and the evolution of man was contributed by Prof. F. K. Moulton of the University of Chicago. His researches led him to declare that human intelligence

a million years from now would be as superior to the human intelligence of to-day as the man of to-day is superior to the toad.

### A Use for Grubs

In the field of medicine and hygiene an interesting discovery has been made by Prof. Metalnikow, a French bacteriologist, who reports to the Pasteur Institute. Experiments made by him indicate that the larvae of the butterfly and the grub may eradicate the worst of human diseases. He inoculated these larvae with the bacilli of diphtheria, the bubonic plague, tetanus and tuberculosis and discovered that the bacilli did not live more than a few days.

Dr. Simon Flexner, Director of the Rockefeller Institute for Medical Research, has enriched medical history by a description of micro-organisms so minute that they pass through the pores of earthenware. These, he says, are responsible for the foot and mouth disease and hog cholera in animals and for infantile paralysis and trench fever in humans.

Prof. William Gates, president of the Maya Society, tells of the discovery of an ancient race of people in Central America with a civilization as old and as cultured as the ancient Egyptians. He expects future discoveries there to produce literature that will add to medical knowledge.

### THE SCOTCH OF IT

"Two pennyworth of bicarbonate of soda for indigestion at this time of the night!" cried the infuriated chemist, who had been aroused at 2 a.m., "when a glass of hot water would have done just as well!"

"Weel, weel," returned Sandy, hastily; "I thank you for the advice, and I'll no bother ye after all. Good night."



TRADE MARK Reg'd.  
Established 1847

### THE LION LEADS

NO LANCING OR CUTTING WITH

**Burgess' Lion Ointment**

A CONTINUOUS RECORD OF SUCCESS

Stocked by the leading Wholesale Houses.



### SHADEINE FOR COLORING GREY HAIR

This popular article is largely advertised and stocked by all Wholesale Houses

Lyman Bros. Co., Ltd., 71 Front St. E., Toronto  
Parke & Parke, Ltd., Hamilton, Ontario

The Shadeine Co., 58 Westbourne Grove,  
London, W., England

## Warning to Chemists

The original Dr. Ridge's Food is manufactured only at The Royal Food Mills, London N., England.

Wholesalers and retailers should bear this in mind when ordering, and beware of imitations. Dr. Ridge's Food has over fifty years reputation and is recommended by Doctors, Nurses and Mothers in all parts of the world.

Dr. Ridge's Food makes milk more digestible and nourishing and is invaluable for Infants, Growing Children, Invalids and the Aged.

The demand for Dr. Ridge's Food is rapidly increasing, and every store should hold a stock, but it must be the genuine. The Dr. Ridge's Food manufactured at The Royal Food Mills, London, N., England.



# CAMERAS *and* PHOTOGRAPHIC SUPPLIES

*A department of means and methods of increasing business in cameras and photographic supplies*

*The Possibilities of Photographic Supplies—By A. H. Boyd*

**W**E have now stepped into the new year, and looking ahead we wonder what the future holds for us. Retailers are planning already the extension of their business, and are considering new lines which will add to their profits.

## A Gentle Reminder

This department of The Retail Druggist has constantly endeavored to impress the value of photographic goods on the minds of its readers. Each month there appears an article on this subject and still we fight on convinced that many druggists have and are making a success in this line, and we wish to spread the good news to those who are planning greater achievements during 1921.

## What You Gain

Many retailers will say to themselves "We believe all we have heard about photographic supplies, but why are they so advantageous to us?" In the first place the drug store is recognized as a convenient channel through which to obtain them. The drug stores as a rule are favorably situated in the locality, and excellent opportunity is afforded to display these goods prominently and induce patronage. The big point is, however, that these goods do not require a special selling talk, because people have acquired the habit of "Kodaking as they go" and ask for them. They are also silent salesmen, because all articles of this nature are closely related and a person buying a quantity of developers, for example, will generally want printing-paper or some other necessary accessory.

## Rapid Growth

"Rome was not built in a day," is an old adage and a very good one also. No business or section of business ever became strong and firmly established except through the determined efforts of those connected with the establishment combined with an ambition to seize every opportunity that will increase sales and boost profits. There are many sidelines connected with the handling of these goods and an unlimited field is opened up to the live and ambitious retailer, the business growing and growing until it becomes one of the most important departments.

## Developing and Printing

This is one section of the photographic field of which too small a percentage of the druggists have taken advantage. One prominent merchant in Toronto informed the writer that the basement of his store was fitted up as a dark room, but he had been unable to secure sufficient time to operate it and had given it up in favor of sending this important work outside. What a golden opportunity wasted. If the merchant's profit is 33 1/3 per cent, when films are finished outside the store, it doesn't take very much calculating to figure the profit obtained when printing and developing is conducted on an economical basis by the merchant himself.

## Enlarging

Here is another feature that develops as you advance more deeply into photography. Many people do not realize the possibilities the small negative affords of making an enlarged reproduction which can be framed and preserved for all time to come. If you have not the facilities for doing this work, send some of your best negatives to a photographer for enlarging. A neat window display of these enlargements together with a suitable show-card will build up for you a tidy business which entails very little labor, but the profits from which will well repay you.

## Color Work

Color work in photography has come into vogue in recent years until now many amateurs are expert at this work. The process is not expensive and you would be well advised to have on hand some water-color sets in case some customers are interested. This Photographic Section of the paper should be interesting to many merchants and we strongly advise you to read it, not only once but many times, and see if there is not something which will apply to your own business. Some little idea which might be applicable and used for the increasing of your profits will mean much on the year's business. If you have already decided that Photographic Supplies are the thing for you and

## Have Enlargements Made From Your Favorite Pictures

**E**NLARGING often brings surprising results. It reveals many unsuspected details and much photographic beauty which would otherwise not have been appreciated. From ordinary snapshots may be made very interesting and decidedly decorative pictures for the rooms of the house.

We would suggest that you bring in a collection of your favorite films. We'll look them over and select for you those which will make the best enlargements.

Our special enlargement is one which we feature because it is of such good size and so extremely low in price. It is 6 x 8 inches, carefully finished in black and white and mounted on a 10x12 grey card. See samples in our store. From film.....**35c**

Now is a good time to interest customers in enlargements from their favorite films. This ad. will help.



# RELIABLE BRITISH PHOTOGRAPHIC GOODS

## BARNET PLATES AND PAPERS

of the finest quality in all grades for  
The Professional, The Scientist,  
The Amateur.

*Price list and full particulars*

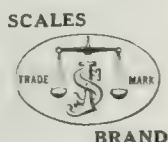
ELLIOTT & SONS, LTD., BARNET, England  
SOLE MAKERS

## SELTONA

is recognized in every quarter of the globe as the supreme printing paper. Made in five delightful grades it offers wide scope and charming varieties for every class of photographer.

THE LETO PHOTO MATERIALS CO., LIMITED  
Roman Wall House, 1 Crutched Friars, LONDON, E.C., ENGLAND

## JOHNSON'S Chemicals



Always the "STANDARD" Quality

*Amidol-Johnsons Glycin Azol Pyro Metol-Johnsons Hydrokinone*

Chemicals and Preparations for Amateur Trade, Professional Work, and for the Trade Enlarger. Price lists free on application.

JOHNSON & SONS, Ltd. Cross St., Finsbury, London



## ALDIS LENSES

These British made lenses are unsurpassed for quality and definition. Now supplied in apertures ranging from F/3 to F/7.7 and foci from 1½ in. to 36 in. Liberal terms quoted to dealers. Lists and show cards free.

ALDIS BROS., Sparkhill, BIRMINGHAM, ENG.

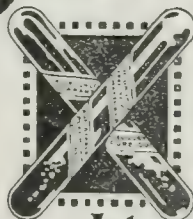
## HOUGHTONS, LTD.

88-89 High Holborn, London, W.C.1. England  
Works:—Walthamstow

### Ensign Cameras Films & Accessories

*Cables Codes*  
Bromide Westcent, A.B.C. 5th Edition  
LONDON MARCONI INTERNATIONAL  
CATALOGUES SENT ON APPLICATION

## Toning Salts



GOLD CHLORIDE  
SILVER NITRATE  
POTASSIUM  
CHLOROPLATINATE  
of Guaranteed Purity

*Write for  
Booklet  
"Economy  
in  
Toning"*

Johnson Matthey & Co Ltd  
THE WORLD'S CLEARING HOUSE FOR THE PRECIOUS METALS  
73-82 HATTON GARDEN, LONDON E.C.

## WATKINS EXPOSURE METERS



Special patterns  
or Studio, Indoor  
Kinematograph Colour Plate

STOCKED BY STORES

WATKINS METER CO. - HEREFORD, ENGLAND

## PHOTO FRAMES

*The Original Untarnishable Series*

### Wood Backs and Struts

*Send for the finest Frame Catalogue  
in the World.*

WHITEHOUSE, WILLETTS & BENNION, LTD.  
TYTHING, WORCESTER, ENGLAND



are wondering what to stock, study the advertisement pages carefully and you will find something to fulfill every requirement. If you wish to secure information along these lines write the editor of this paper and he will put you on the track to increased business.

### PHOTOGRAPHY'S CENTENNIAL

Not many realize that this year marks the centennial of the discovery of the art of photography. The camera obscura was known in 1820, and it was used by landscape artists when scenery was to be reproduced; in fact, it was the use of this curious device that led to the discovery of the principle of photography, by Daguerre, in 1820. But it was not until 1839 that the real secret of photography became known and in 1840 the first photograph of a person's face was made.

#### Daguerre's Discovery

Daguerre was a very successful scene painter in his younger days. His specialty was the painting of great panoramas of the big cities or of places of historic importance. He developed the diorama—an improved panorama with lighting effects that brought out the color better. He carried around with him a tent that could be darkened. In it was a hole that made the wall a camera obscura and he was very exact in his duplication of scenery. He became convinced that in some way a real camera could be made that would fix these scenes on a canvas without having to paint them and so he experimented. He worked on this for many years until through an accident he hit upon the process. He had been experimenting with plates covered with gelatine sensitized. One day he took from his cupboard a spoiled plate and discovered that he had on it a picture. He knew that it must have been due to the action of certain chemicals in the cupboard; but he did not know just which they were. So he experimented further and discovered that the fumes from a dish of mercury had done the trick. Daguerre first tried to start a company to develop the project, but nobody had any faith in photography and it was not until 1839, when the Academy of Science had its attention called to the discovery by that famous scientist Arago, that anything of importance was done. Then the government bought the process, developed it, and paid Daguerre a life pension. He had a partner, Joseph Niepce, of whom we hear little, for it was one of the articles of partnership that Daguerre's name should be given to the process. It is known, however, that Niepce's work was fully as great as Daguerre's, and after Niepce died his son received the same pension that was granted to Daguerre. The daguerreotype was introduced into this country in 1839 through the famous inventor S. F. B. Morse, and the first photograph of a human face was made by his colleague, Dr. Draper in the next year.

#### Present-Day Improvements

What stupendous strides this art has made from that time until the present day. Since the days of the daguerreotype improvements have been made until the present day camera is like the ancient one in its use only. Instead of the large equipment that it was necessary to carry around in order to reproduce images, we in these days of modern ideas can buy a camera to suit every fancy and every requirement from the large pressman's camera to an article which literally fits in the ordinary vest pocket. Photography

has made strides in other directions besides the instrument that takes the pictures. We now have at our disposal the result of years of experimenting in the developing and printing of pictures, until methods are now so simple that even amateurs can do excellent work in their own homes. Another great improvement is the flashlight picture which is easy to take and well worth the trouble. This is a good time of the year for the retailer to handle a stock of flash sheets and lamps, besides a stock of the other necessary sundries. You will be surprised how easily these goods are to sell once people know that you handle them.

### NEWS OF BRITISH PHOTOGRAPHIC SUPPLY HOUSES

We are in receipt of several leaflets and booklets from Messrs. Johnson and Sons, Finsbury, London, England, containing a wealth of hints on chemicals for photography. Among other things mentioned is Gaslight Developer in concentrated solution which is specially adapted for all makes and surfaces of Gaslight papers.

This is the season when cold weather confines many to the house and amateurs are especially interested in the study of flashlight pictures. Professional Flash-powder will give good results because of its actinic power and being almost free from smoke and dust giving properties. Dealers interested in photographic chemicals would be well advised to write for these free booklets.

#### Butcher's Camera Catalogue

One of the largest camera houses in the world, namely, W. Butcher & Sons Limited, Farringdon Ave., London, Eng., mailed us one of their catalogues on cameras for 1920-21. This is gotten up very attractively in the handy pocket size, and contains a display of cameras, carriers, photos, photo frames, albums, lens chemicals and in fact practically everything in the photographic line. All these articles are attractively photographed, suitably described and priced in plain figures, eliminating all dissatisfaction. In order to encourage and help the retailer this firm has prepared a series of neat show cards, very suitable for window displays. All these are carefully illustrated in this catalogue which makes it an article of tremendous value to the trade. Write for it.

#### Watkins' New Snipe Meter

Probably the most troublesome difficulty experienced by those who have to develop the roll films taken by amateurs is that so large a proportion of them are taken when the light is poor, or in a place so shaded that a snap cannot succeed.

The new cheap snipe meter just brought out by the Watkins Meter Co. tells the camera man whether the light is good enough for a snap—just that and nothing more.

It was only introduced half way through last season and many dealers reported that they could sell one when they could get a supply—to practically every film user.

The Watkins Meter Co. of Hereford, England, being the first inventors of the modern Exposure Meter, are continually adding interchangeable dials for special purposes to fit the case of their well-known Bee Meter.



# RELIABLE BRITISH PHOTOGRAPHIC GOODS

Keen dealers will be  
interested in prices of

## Criterion

*Plates & Papers*

and the user will certainly be  
pleased with the quality.

CRITERION (Plates, Papers, Films) LTD.  
7 Stechford - - Birmingham, England

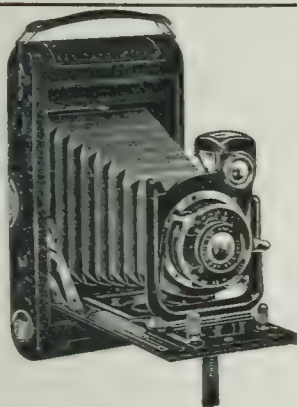
## DALLMEYER LENSES

The Lenses of Established Reputation

A new catalogue has been prepared which gives complete particulars and illustrations of the various sizes of Lenses which has made the name of DALLMEYER famous for over 60 years.

Applications for this catalogue are invited.

J. H. Dallmeyer, Limited  
Church End Works, High Road  
Willesden, N.W. 10 - LONDON



## BUTCHER'S FAMOUS CAMERAS

Every photographic dealer  
should have our catalogue.

**HAVE YOU ONE?**

W. Butcher & Sons, Ltd. Camera House  
Farringdon Avenue  
LONDON

## The Watkins Snipe Meter

New 16

Tells at a glance if light  
will do for snaps, with  
full opening of average  
Cameras and Kodaks.



Distinct in purpose  
from Bee and Snapshot  
Meters. With card of  
instructions.

JUST THAT—NOTHING MORE. NO FIGURES

*From all Dealers or*

WATKINS METER CO., Hereford, England

## To View Publishers and Factors

If you are requiring Printing help in Real  
Photographic, Sepia, or Black and White  
Collotype, Hand-colored Collotype, Im-  
itation Photographic Color Work, Com-  
mercial Work of any description, Ad-  
vertising Photography, etc., enquire from

### LILYWHITE LIMITED

*Photographic Printers, and Publishers of Tinted  
and Embossed real Photographic Birthday  
and Greeting Post Cards.*

HALIFAX

ENGLAND

## Do you know?

That a message to the trade setting  
forth the photographic goods you  
sell will bring good results in this  
page at the low rate of \$60 a year.

**THE RETAIL DRUGGIST of CANADA**

## RAPID GROWTH

The Photographic Section of The Retail Druggist began with four  
advertisers. In a very short time it has grown until now it embodies  
the messages of 13 large firms who manufacture photographic  
supplies and cameras. Your firm should be represented.



## Marking the Cost Price on Goods

**D**O you mark the cost price on goods, or do you trust to memory in the matter of the cost of goods? It is surprising the number of men who have no ready method of ascertaining the cost of different articles in their stock when they want to know it at various times. Where the dealer or a clerk whom he can take into his confidence marks the selling price on goods it is just as easy to add the cost price in some kind of private code at the same time. It will frequently be found of advantage.

### Some Suggested Codes

It is an easy matter for the dealer to figure out a private code for use in marking the cost price on goods so that it will not be known to customers. The simplest method is to select some name containing ten letters, all of which are different, each of which can be used for one of the cyphers in marking goods. For instance, take the word "Sutherland" as follows:

S U T H E R L A N D  
1 2 3 4 5 6 7 8 9 0

If the cost of goods is 19 cents you merely mark "SN" above the selling price. Sometimes a dealer can use his own name for his code. This is the way Paul Smythe figured it out:

P A U L . S M Y T H E  
1 2 3 4 5 6 7 8 9 0

The marking of the cost price on goods proves its value at stocktaking time when it saves much hunting back over old invoices to find out what goods should be listed at in the stock book. Of course, if the dealer keeps a cost book it is not necessary to mark the cost price on goods, but the majority of smaller dealers do not.

The International Dispensary Co. of Shanghai, China, one of the largest wholesale and retail drug establishments in that country, has sent two of its young men on a tour of the world to look into drug conditions and business methods.

## NEWS OF THE TRADE

FROM COAST TO COAST

Pharmacie du Peuple, Montreal, has been registered.

W. Kirkwood's drug store at Winnipeg was damaged by fire recently.

The Wm. Stinson Remedy Co. of Canada has been registered at Toronto.

Pratt & Racine, manufacturers of patent medicines, have been registered at Montreal.

The Scobell Drug Co., Montreal, has been incorporated as a limited liability company.

Supplementary letters patent have been issued increasing the capital of Edmanson, Bates & Co., Ltd., from \$100,000 to \$500,000.

Mr. Hargreaves of the Drug Trading Co. is to give a talk on co-operative buying before the Ontario Retail Hardware Convention at Hamilton next month.

Russell Drug Store, Ltd., Ottawa, has been incorporated with a capital of \$19,500. G. S. Richardson, dentist, and Dr. Harry Dover are provisional directors.

Carbonated Products, Ltd., Toronto, has an Ontario charter to make and deal in ice cream, food and dairy products. T. F. Hamilton, Chicago, is interested. Capital, \$100,000.

### TORONTO WHOLESALE CHANGING NAME

Since January 1 the business of MacLure & Langley, Ltd., Toronto, is being carried on under the name of Langley, Harris & Co. Ltd. This change of name, however, does not involve any change in personnel or ownership. E. W. Langley is president and J. G. Harris secretary-treasurer.

### FRUIT IN THIS IRISH DRUG STORE

Holmes & Co., chemists and druggists, Newtownards Road, Belfast, have added a fruit department to their business.



### PROSPERITY AHEAD! SAYS THIS WINDOW

At a time when the newspapers are full—altogether too full—of price cutting and pessimism, the L. E. Waterman Company Limited, makers of the Waterman's Ideal Fountain Pen, send the correct note of optimism by dressing their retail store window at 179 St. James St., Montreal, with samples of Canadian crops exceeding in value 1919's record of \$1,448,157,500. Then follows on the window card the very true statement—

"No Need for Us to Worry"

It would be well for Canada if every means was taken to point out the fundamental strength of the Dominion instead of having our confidence depressed by the comparative few who are hard hit



## Some Suggestions in Regard to Window Backgrounds

*Arrangement of background so as to show goods in the window to the best advantage.*

There are windows where one cannot get a glimpse through or behind that glaring reflection, even by getting close to the glass and twisting the head this way and that.

The cause of this is the superabundance of light on the outside—the side of the glass on which the observer stands. This trouble increases with the brilliancy of the outside light and the darkness of the display or trim inside. With a bright day and a solid black window trim, a plate glass makes an almost perfect mirror. The reverse would be a perfectly white interior, in which case the glass would be almost invisible and the reflection much less or not at all.

This is borne out by the fact that at night-time there is little or no reflection; windows usually appear to have no glass in them.

The remedy is obvious: have as light an interior and background as possible—tints and shades instead of strong, solid and dark colors. Where of necessity the display or trim is black or dark, the reflection can be greatly lessened by turning on the (inside) window lights.

All this is self-suggestive of keeping the windows spotlessly clean.

### Divide Window From Store

The window compartment should be divided from the rest of the store by a partition or background, of at least such height that neither an observer on the sidewalk nor an employee in the store can see over it.

When the interior lights and display of the store are visible from the sidewalk viewpoint of the window, the attention of people outside is so weakened that very much of the effectiveness of the window display is lost.

It is a very bad plan to allow employees to stand and stare out of the windows—and the best of them will do it at times, if window backgrounds are so low as to admit of it.

People hesitate to stop and inspect a window display if they have that feeling of being watched. It has often been noted that having stopped, glancing up and finding out they are watched, people have quickly moved on. Even the strongest minded persons will not look with that same attention, or study the exhibit, as they otherwise would. You know this from your own experience.

For these two strong foregoing reasons, window backgrounds should not be transparent. They may be translucent, of ground or frosted glass if absolutely necessary for light immediately behind the window back; but this tends to distraction by interior lighting showing through, as explained before.

The background serves to make the display stand out and gives an opportunity to properly illuminate the window because a full light effect can be concentrated on the goods shown. It need not be of mahogany or other expensive wood. In many cases composition board will do very well. This is usually a wood-veneer with an outer layer of mahogany, oak or other hard wood and a backing of roofing paper; other kinds are made from wood pulp. This board

comes in pieces eight feet or more long and four feet wide; is light in weight and takes paint readily.

A plush or other hanging can be used instead of permanent construction, but a background of this kind is likely to be dust laden most of the time.

There are many ways to finish the job—paint, stain or varnish; either glossy, semi-gloss or dull. There are also many inexpensive ready-mixed wall colors like alabastine or the kalsomine order, easily mixed with water but which dry quickly and do not rub off. Color schemes can be solid or contrasting, but should preferably be tints or of the lighter shades. If of the "wall color" kind they can be changed often with little trouble and expense.

A background that serves very well, may be made by constructing a frame of  $\frac{3}{4}$ -inch lumber, four inches wide, mitered at corners.

This should be made six feet six inches high and divided into panels from 30 to 36 inches wide. The latter can be filled with composition board or felt. This comes 72 inches wide at a cost of \$1.25 to \$1.50 per yard. A good color scheme is a frame of light gray with the panels in darker tone of the gray.

Five to six feet from the window glass to background is a good depth.

### How to Make Window Floors

The floor of the window is deserving of much thought and care, for it will do much to enhance or detract from the appearance of the merchandise shown.

A hardwood floor of oak with a parquet border, polished or hard oil finished, is the best for all purposes. It is easy to keep clean, and with care will look well for years.

Frequently a dark green carpet is used with a parquet border. Linoleum may be had in parquet patterns and when shellaced or varnished serves very well.

### PENCILS AS SOUVENIRS OF SHIPMENT BY AIRPLANE

Souvenirs of the first shipment of merchandise to arrive in Canada by air route were presented to Rotarians at a recent meeting of the Rotary Club, in the form of pencils. Colonel Barker, V.C., carried these from New York to Toronto as a shipment from Dixon's Pencil Works in New York to the Dixon distributors in Toronto, and Roy MacDougall, local manager, presented each Rotarian with a memento of this epoch-making event in Canadian commerce.

### ADVERTISING CIRCULAR IN FORM OF TAG.

A Canadian dealer has secured good results from the use of a "tag" circular. It is printed on cardboard with a cord attached, so that it can be hung on the knob of the door when delivered, and also hung up by the housewife when taken inside. It commands attention, is not so easily torn as the ordinary circular, and is more likely to be preserved for reference by the housewife.




What's What In Drugs

Introduction of Ipecacuanha

IPECACUANHA, when first introduced into Europe, created, perhaps, as great a sensation as any new drug ever did. Sprengel's account of it, how Helvetius experimented with the root and sold the secret of the remedy for dysentery prepared from it to Louis XIV., who had the formula published, may be read in Wootton. The igpecaya described in Purchas's "Pilgrimes" as a Brazilian specific for dysentery was early identified as the same plant, and probably is so, though "very rank and filthy" seems rather a strong term to apply to the smell of the dried root of our shops. There is a long account (eleven columns) of the new drug in Alleyne's Dispensatory (1733), consisting mainly of extracts from the "Philosophical Transactions," No. 410, p. 152, and translations (copied from Quincy) from articles by M. Boldue in "The Memoirs of the Royal Academy of Sciences for 1700-1." M. Boldue seems to have examined and experimented with the root pretty thoroughly. He deprived it of its emetic quality, extracted its "salts" from the resins, which had proved too violent a purgative, and found them mild in action, though retaining the "specific quality of the root, that is, to cure dysenteries."

ASPIRIN SALES HAVE DOUBLED



Aspirin sales in the Dominion have doubled and in some places trebled during the past few months. The old clouds of misunderstanding have been swept away in the steady breeze of persistent, convincing publicity. Canadians have been given the truth and nothing but the truth that Aspirin is made in Canada and that unless the "Bayer Cross" is on packages and tablets that it is not Aspirin at all. "Bayer Tablets of Aspirin" hold the confidence of the public. Druggists realizing that fact are ordering in larger quantities than ever before. The Bayer

HOW TO TREAT YOUR CITY

- Praise it.
- Improve it.
- Talk about it.
- Trade at home.
- Be public-spirited.
- Tell of its business men.
- Take a home pride in it.
- Remember it is your home.
- Tell of its natural advantages.
- Trade and induce others to trade there.
- When strangers come to town use them well.
- Don't call your best citizens frauds and imposters.
- Support your local institutions that benefit your town.
- Look ahead of self when all the town is to be considered.
- Help the public officers do the most good for the most people.

THE MAN WHO FAILS

The man who fails is the sort of a chap  
Who is always looking around for a snap;  
Who neglects his work to regard the clock;  
Who never misses a chance to knock.

He is grouchy and slow when work begins;  
When it's time to quit, he jokes and grins.  
He's always as busy as busy can be  
When he thinks the boss is around to see.

He believes that a "pull" is the only way  
By which he can ever draw bigger pay;  
And he sulks and growls when he sees his plan  
Upset by the "push" of another man.

He's on the job when he draws his pay;  
That done, he soldiers his time away;  
While the men who tackle their jobs with vim,  
Keep pushing and climbing ahead of him.

For the man who fails has himself to blame  
If he wastes his chance and misses his aim.  
He'd win if he'd use his hands and wits.  
The man who fails is the man who quits.

Company, Limited, promises greater co-operation in 1921 than the remarkable sales helps they have heretofore given. Druggists who have not tied their stores to the splendid Bayer advertising are urged to try the sales increasing plan of showing one of the new Bayer window displays in colors.

A number of interesting tests have been made and it has been proved conclusively that stores which take advantage of an up-to-the-minute sales help like the handsome Bayer display find increased demand for "Bayer Tablets of Aspirin." There really is no mystery about this. The display serves as a 'reminder.' All psychologists will tell you that the mind works by suggestion. A Bayer display suggests: "Aspirin! I better not get caught without it at home."

And this explains the cheerful increase of the Canadian-made "Bayer Tablets of Aspirin," the purity and safety of which enables druggists to feel that they are safeguarding their Aspirin customers by giving them "Bayer" and only "Bayer." Write for one of these new Bayer displays, addressing "The Bayer Company, Limited," 52 Sandwich Street West, Windsor, Ont.

THE LUXURY TAX IS GONE

The Dominion Government took a wise, though belated, course in the removal of the luxury tax one week before Christmas.

Reports from all parts of the country are to the effect that the removal of this tax did much to stimulate buying.

No person likes to be penalized for buying, so the tax was resented by customers and caused great annoyance to retailers. Needless to say, the drug trade hails with pleasure any decision that lessens annoyance and improves trade.

"Are you laying away something for a rainy day?"  
"No, sir, it took all my money to lay away for the dry days."



# Current Prices on Drugs and Chemicals

The prices presented here represent average Toronto prices for the usual quantities purchased by retail dealers. Owing to the unsettled conditions these quotations are liable to change.

Acetalid, lb. . . . .	\$1.00	Aluminium, Acetotartrate, oz. . . . .	\$0.25	Ashes, pearl, lb. . . . .	\$ .60	Boroglycerine, oz. . . . .	\$0.15
Acetone, pure, lb. . . . .	.95	Bromide, oz. . . . .	.50	Pot., lb. . . . .	.50	Bromine, oz. . . . .	.20
Acid, Acetic, B.P., lb. . . . .	.22	Chloride, pure, oz. . . . .	.15	Asphaltum, lb. . . . .	.12	C.P., oz. . . . .	.60
Acetic, 99½ p.c., lb. . . . .	.65	Metal, oz. . . . .	.25	Atropia, pure, 15 gr. bots. . . . .	1.20	Chloride, oz. . . . .	.50
Arsenious (Arsenic), lb. . . . .	.20	Nitrate, pure, oz. . . . .	.15	each . . . . .		Brompin, ¼ lb., lb. . . . .	4.30
Arsenious (pure), oz. . . . .	.10	Sulphate, pure, oz. . . . .	.15	Sulphate, 18-oz. bots. . . . .	23.50	Tablets, box of 25 each . . . . .	.65
Arsenious (red lump), oz. . . . .	.05	Alumol, oz. . . . .	.75	per oz. . . . .		Bromotorm, oz. . . . .	.40
Benzoic, from Gum, oz. . . . .	1.10	Alypin, 15 gr. bot., each. . . . .	.25	Balsam, Canada, lb. . . . .	2.40	Bromura, oz. . . . .	4.00
Benzoic, from Toluol, oz. . . . .	.20	Amidol, oz. . . . .	1.00	Copaiba, Amer., lb. . . . .	1.20	Broomtops, lb. . . . .	.50
Boracic Crystals, lb. . . . .	.30	Ammonal, oz. . . . .	1.65	Copaiba, English, lb. . . . .	2.30	Cadmium, oz. . . . .	.50
Baracic, pulv., lb. . . . .	.30	Ammonal, tablets, oz. . . . .	1.65	Peru, lb. . . . .	.40	Bromide, oz. . . . .	.25
Butyric, oz. . . . .	.50	Ammonium Acetate, oz. . . . .	.20	Toiu, oz. . . . .	.25	Chloride, oz. . . . .	.30
Cacodylic, 5 gr. bot. ea. . . . .	.30	Benzoate, oz. . . . .	.35	Bark, Ash, prickly, lb. . . . .	.25	Iodide, oz. . . . .	.55
Camphoric, oz. . . . .	.90	Bichromate, oz. . . . .	.20	Bark, Angustura, lb. . . . .	1.10	Nitrate, oz. . . . .	.25
Carbolic, 1 lb. bots. . . . .	.60	Borate, oz. . . . .	.20	Bayberry, lb. . . . .	.90	Sulphate, oz. . . . .	.30
Carbolic, 5 lb. tins, lb. . . . .	.55	Bicarbonate, oz. . . . .	.15	Canella, lb. . . . .	.25	Sulphide, oz. . . . .	.50
Carbolic, 10 lb. tins, lb. . . . .	.52	Bromide, lb. . . . .	.85	Cascara, lb. . . . .	.40	Caffeine, oz. . . . .	1.10
Carbolic, crude, Com'l., gal. . . . .	.85	Carbonate, lb. . . . .	.25	Cascarilla, lb. . . . .	.75	Benzoate, oz. . . . .	2.10
Chromic, pure Cryst. oz. . . . .	.25	Carbonate C.P., Howard's, lb. . . . .	1.00	Cherry, black, lb. . . . .	.30	Citrate, oz. . . . .	.85
Crysophanic, oz. . . . .	.50	Carbonate C.P., Merck's, lb. . . . .	.60	Cotton Root, lb. . . . .	.20	Hydrobromate, oz. . . . .	1.20
Cinnamic, oz. . . . .	1.15	Carbonate, powd., lb. . . . .	.30	Condurango, lb. . . . .	.60	Hydrochloride, oz. . . . .	1.35
Citric, lb. . . . .	1.10	Fluoride, oz. . . . .	.50	Elm, lb. . . . .	1.20	Salicylate, oz. . . . .	1.00
Cresylic, oz. . . . .	.40	Glycerophosphate, oz. . . . .	.50	Hemlock, lb. . . . .	.15	and Soda Benzoate, oz. . . . .	.80
Fluoric, 1 lb. bots., each . . . . .	1.50	Hypophosphite, oz. . . . .	.30	Mezereon, lb. . . . .	.50	Calamine, prepared, lb. . . . .	.15
Fluoric, ½ lb. bots., each . . . . .	.88	Iodide, oz. . . . .	.60	Peruvian, Red, lb. . . . .	1.50	Calcium, metal, oz. . . . .	5.25
Fluoric, ¼ lb. bots., each . . . . .	.56	Liquor, fort., lb. . . . .	.25	Peruvian, Yellow, lb. . . . .	1.50	Acetate, oz. . . . .	.15
Fluoric, oz. . . . .	.40	Molybdate, oz. . . . .	.60	Pomegranate, lb. . . . .	.55	Bromide, oz. . . . .	.25
Gallie, oz. . . . .	.25	Nitrate, com'l., lb. . . . .	.45	Pondar, lb. . . . .	.30	Carbide, lb. . . . .	.20
Glycerine, phosphoric, oz. . . . .	.65	Nitrate, C.P., oz. . . . .	.15	Sassafras, lb. . . . .	.75	Carbonate, pure . . . . .	.50
Hydriodic, oz. . . . .	.45	Oxalate, oz. . . . .	.20	Soap, lb. . . . .	.40	Carbonate, Precip., lb. . . . .	.10
Hydrobromic, lb. . . . .	.55	Persulphate, oz. . . . .	.25	Tamarac, lb. . . . .	.20	Chloride, com'l., lb. . . . .	.08
Hydro-Silico, Fluoric, oz. . . . .	.10	Phosphate, pure, oz. . . . .	.15	Wahoo, lb. . . . .	.65	Chloride, pure, lb. . . . .	1.00
Hypophosphorus, 10 p.c., oz. . . . .	.15	Salicylate, oz. . . . .	.30	Witch Hazel . . . . .	.15	Glycerophosphate, oz. . . . .	.80
Lactic, concentrated, oz. . . . .	.85	Succinate, oz. . . . .	.70	White Pine, lb. . . . .	.18	Hypophos, oz. . . . .	.20
Mallic, oz. . . . .	1.20	Sulphate, com'l., lb. . . . .	.15	Barium, Acetate, oz. . . . .	.20	Hyposulphite, oz. . . . .	.15
Meconic, oz. . . . .	4.25	Sulphate, pure, oz. . . . .	.10	Bromide, oz. . . . .	.40	Iodide, oz. . . . .	.60
Molybdic, pure, oz. . . . .	.40	Sulphide, pure, cryst., oz. . . . .	.90	Carbonate, pure, lb. . . . .	.60	Lactate, oz. . . . .	.25
Monochlor, acetic, oz. . . . .	.45	Sulphite, oz. . . . .	.25	Chlorate, oz. . . . .	.20	Lactophosphate, oz. . . . .	.35
Muriatic, com'l., lb. . . . .	.08	Sulphocyanide, oz. . . . .	.25	Chloride, com'l., lb. . . . .	.25	Nitrate, oz. . . . .	.25
Muriatic, C.P., lb. . . . .	.47	Tartrate, neutral, oz. . . . .	.20	Chloride, pure, lb. . . . .	.70	Oxalate, pure, oz. . . . .	.15
Nitric, com'l., lb. . . . .	.18	Valerianate, oz. . . . .	.75	Metal, 2 c.c. tubes, each . . . . .	7.00	Peroxide, oz. . . . .	.30
Oleic, pure, oz. . . . .	.45	Amyl, Acetate, Oxide, oz. . . . .	.15	Nitrate, oz. . . . .	.20	Phos. Percip., lb. . . . .	.25
Osmic, 1 gramme tu., ea. . . . .	5.10	Butyrate, oz. . . . .	.35	Oxide, Hydrate, com'l., oz. . . . .	.10	Phosphide, oz. . . . .	.90
Oxalic, lb. . . . .	.60	Formate, oz. . . . .	.25	Peroxide, Anhydrous, pure, oz. . . . .	.15	Saccharate, oz. . . . .	.20
Oxalic, pulv., lb. . . . .	1.05	Nitrate, oz. . . . .	.70	Peroxide, com'l., lb. . . . .	1.00	Salicylate, oz. . . . .	.45
Perchloric, oz. . . . .	.25	Nitrite, oz. . . . .	.50	Phosphate, oz. . . . .	.20	Sulphate, Precip., lb. . . . .	.70
Phosphoric, concent, 1500 lb. . . . .	.75	Valerianic, oz. . . . .	.70	Sulph., Precip., oz. . . . .	.10	Sulphide, oz. . . . .	.15
Phosphoric, dil., lb. . . . .	.30	Anaesthesin, 25 grm. pkgs., each . . . . .	3.85	Sulphide, pure, oz. . . . .	.15	Sulphocarb., oz. . . . .	.20
Phosphoric, glacial, oz. . . . .	.25	each . . . . .		Beans, Calabar, oz. . . . .	.15	Camphor, in bulk . . . . .	2.50
Phosphoric, syrupy, 1750, lb. . . . .	.80	Amylene, Hydrate, oz. . . . .	1.35	Tonquin, oz. . . . .	.25	½ oz. blocks, lb. . . . .	2.57
Procligenous, lb. . . . .	.15	Anethol, oz. . . . .	.65	Vanilla, Mexican, oz. . . . .	.60	Powdered, lb. . . . .	.55
Prussic, g.s., bots., doz. . . . .	2.25	Aniline, pure, oz. . . . .	.15	Vanilla, Bourbon, oz. . . . .	.40	Monobromide, oz. . . . .	.55
Pyrogalic, Marck's, oz. . . . .	.45	Anisol, oz. . . . .	.50	Berberine, Muriate, oz. . . . .	5.50	Cannabine Tannate, 15-gr. tubes, each . . . . .	.60
Salicylic, lb. . . . .	1.20	Antikamnia, oz. . . . .	2.00	Benzole, lb. . . . .	.20	Cantharides, whole, Chinese lb. . . . .	2.90
Salicylic, natural, oz. . . . .	1.00	Vest pocket box, doz. . . . .	3.35	Benzoinal, lb. . . . .	2.45	lb. . . . .	3.20
Succinic, oz. . . . .	2.00	Antimony, metal, oz. . . . .	.10	Benzosal, oz. . . . .	1.80	Powder, Chinese, lb. . . . .	3.20
Sulphanilic, oz. . . . .	.50	Pulv., pure, oz. . . . .	.10	Benzyl, Chloride, com., oz. . . . .	.50	Whole, Russian, lb. . . . .	6.50
Sulph., Aromat, lb. . . . .	1.25	Arsenate, oz. . . . .	.30	Berries, Buckthorn, lb. . . . .	1.00	Powdered, Russian, lb. . . . .	6.50
Sulphocarboic, oz. . . . .	.35	Chloride, oz. . . . .	.45	Coculus, Indicus, lb. . . . .	.75	Canthardin, 5 gr. tube, each . . . . .	2.25
Sulph., com'l., lb. . . . .	.08	Liver (crocus), lb. . . . .	.70	Cubebs, lb. . . . .	2.25	Carbon, Bisulph. lb. . . . .	.40
Sulph., C.P., lb. . . . .	.47	Oxide, White (Acid Antimonie) oz. . . . .	.75	French, lb. . . . .	.20	Tetrachloride, lb. . . . .	.35
Sulphurous, lb. . . . .	.20	Tart. Pulv., (Tartar Emetic), lb. . . . .	1.25	Juniper, lb. . . . .	.20	Castoreum, oz. . . . .	.65
Stearic, lb. . . . .	.60	Antiosin, oz. . . . .	2.25	Laurel, lb. . . . .	.20	Celloidin, oz. . . . .	1.50
Tannic, lb. . . . .	2.40	Antipyrine, Salicylate, oz. . . . .	1.50	Prickly Ash, lb. . . . .	.30	Cerium, nitrate, oz. . . . .	.35
Tartaric, crys., lb. . . . .	.75	Antitoxine, Neuralgic, oz. . . . .	1.30	Poke, lb. . . . .	.65	Oxalate, oz. . . . .	.20
Tartaric, pulv., lb. . . . .	.75	Apiol, green, oz. . . . .	.65	Saw Palmetto, lb. . . . .	.40	Chalk, French, lump, lb. . . . .	.40
Trichloracetic, oz. . . . .	.45	Apocodeine, Hydrochlor., 1 gr. bots. each . . . . .	.25	Betel, oz. . . . .	.70	French, powd., lb. . . . .	.05
Uric, oz. . . . .	1.50	Apolysine, oz. . . . .	.90	Bismuth, Ammon., Citrate, oz. . . . .	.75	Charact, lb. . . . .	.85
Valerianic, oz. . . . .	1.70	Apomorphia, Muriate, oz. . . . .	55.00	Benzate, oz. . . . .	.85	Chloroamid, oz. . . . .	.35
Aconitine, pure amorph, gr. . . . .	.20	Arbutin, Crystals, oz. . . . .	1.90	Betanaphthol, oz. . . . .	.25	Chloral Hydrate, lb. . . . .	2.00
Adeps Lanae, hydrous, lb. . . . .	.60	Areca, Nuts, lb. . . . .	.65	Carb., lb. . . . .	5.00	Chloroform, D. & F., blue label, lb. . . . .	2.10
Airol, oz. . . . .	.75	Nuts, pulv., lb. . . . .	.75	Citrate, oz. . . . .	.40	D. & F. pure, lb. . . . .	3.90
Albumen, from egg, oz. . . . .	.35	Argonine, oz. . . . .	.95	Iodide . . . . .	.65	D. & F. Methyl, lb. . . . .	2.10
Albumen, from blood, oz. . . . .	.10	Aristol. (substitute), oz. . . . .	2.25	Liquor, lb. . . . .	.80	Commercial lb. . . . .	.90
Alcohol, gallon . . . . .	13.30	Arrowroot, Bermuda, lb. . . . .	1.20	Metal, oz. . . . .	.35	Lynan's lb. . . . .	1.00
Absolute, lb. . . . .	3.50	St. Vincent, lb. . . . .	.35	Nitrate, Crystals, oz. . . . .	.30	Chlorophyl. for spirits, oz. . . . .	.65
Amylic, C.P., lb. . . . .	3.00	Arsenic, metal, oz. . . . .	.30	Oxalate, oz. . . . .	.40	for oils, oz. . . . .	.65
Columbian, spt., gal. . . . .	4.40	Bromide, oz. . . . .	.50	Oxide, oz. . . . .	.50	Chlorophyl. for water, oz. . . . .	.65
Methylated, gal. . . . .	2.40	Chloride, oz. . . . .	.50	Oxychloride, oz. . . . .	.35	Chromium, Acetate, oz. . . . .	.25
Wood, gal. . . . .	3.25	Iodide, oz. . . . .	.75	Oxychloride, oz. . . . .	.40	Carbonate, oz. . . . .	.50
Aldehyde, oz. . . . .	.10	Sulphide, Red (Realgar), oz. . . . .	.15	Phosphate, oz. . . . .	.45	Chloride, soluble, oz. . . . .	.60
Alkannin, oz. . . . .	1.50	Aseptol, oz. . . . .	.25	Salicylate, oz. . . . .	.45	Chloride, Solution, oz. . . . .	.20
Almonds, bitter, lb. . . . .	.75			Subgallate, oz. . . . .	.40	Nitrate, oz. . . . .	.20
Almond Meat, lb. . . . .	.60			Subiodide, oz. . . . .	.65	Oxide, oz. . . . .	.20
Aloin, oz. . . . .	.25			Subnitrate, lb. . . . .	5.00	Powdered, oz. . . . .	.30
Alum, lb. . . . .	.09			Tribromophenol, (Nereform) . . . . .	.75	Sulphate oz. . . . .	.20
Chrome, lb. . . . .	.50			Valerianate, oz. . . . .	.45	Sulphate Muriate, oz. . . . .	1.50
Pulv., lb. . . . .	.10			Role, Armenia, lb. . . . .	.10	Pure Crystal, oz. . . . .	.65
Aluminium, coarse powder, oz. . . . .	.30			Borax, C.P., Cryst., lb. . . . .	.30	Salicylate, oz. . . . .	.10
Acetate, oz. . . . .	.20			C.P., pulv., lb. . . . .	.30	Sulph., oz. . . . .	.10
				Cryst., lb. . . . .	.18	Cinchonidia Sulph. oz. . . . .	2.00
				Pulv., lb. . . . .	.20	Cinchonidine, pure, Cryst. oz. . . . .	1.20
				Glass, lb. . . . .	.40	Hydrochlor. oz. . . . .	2.00



Citric acid, oz. . . . .	\$0.99	Eserine, Saliicylate, 5 gr. tube, each . . . . .	\$1.00	Gum Shellac orange, lb. . . . .	\$2.00	Iron, Oxide, Com'l, lb. . . . .	\$0.20
Citric acid, 50 gr. pkt., each . . . . .	.25	Glucose, 5 gr. tube, each . . . . .	1.00	Shellac, bleached, lb. . . . .	2.25	Black, oz. . . . .	.15
Citric acid, 1 lb. . . . .	.65	Salicylate, 5 gr. tube, each . . . . .	.65	Shellac, Powd., lb. . . . .	2.25	Brown, pure, lb. . . . .	.40
Citric acid, 2 lb. . . . .	.85	Salicylate, 1 lb. . . . .	.65	Storax, oz. . . . .	.30	Red, Saccharated, lb. . . . .	.60
Nitrate, oz. . . . .	.30	Salicylate, Squibbs, 1/4 lbs. . . . .	1.90	Spruce, lb. . . . .	2.50	Peptonized, oz. . . . .	.40
Nitrate, 1 lb. . . . .	.30	Salicylate, 1 lb. . . . .	1.90	Substitute Yellow Dextrine, lb. . . . .	.20	Perchloride, oz. . . . .	.40
Sulphate, oz. . . . .	.20	Lithia, Valerianate, oz. . . . .	1.00	White, lb. . . . .	.22	Phosphate, Scale, oz. . . . .	.15
Sulphate, 1 lb. . . . .	19.00	Lithia, Bromide, oz. . . . .	.50	Tamarac, lb. . . . .	1.50	Pyrites, lb. . . . .	.30
Nitrate, 50 gr. ea. . . . .	5.00	Phosphate, oz. . . . .	.40	Thus, (Turpentine), lb. . . . .	.60	Iron Pyrophos., oz. . . . .	.20
Nitrate, 1 lb. . . . .	17.75	Phosphate, 1 lb. . . . .	.30	Tragacanth, pulv., lb. . . . .	4.50	Salicylate, oz. . . . .	.20
Saliicylate, 5 gr. pkt. ea. . . . .	1.25	Iodide, oz. . . . .	.65	Tragacanth, extra select, lb. . . . .	9.00	Sesquichloride, oz. . . . .	.10
Cochineal, lb. . . . .	1.25	Eucaine, B., 1/2 oz., each . . . . .	.70	Tragacanth, 2nd select, lb. . . . .	7.00	Silicate, oz. . . . .	.20
Pulv., lb. . . . .	1.25	Eucalyptol, oz. . . . .	.30	Tragacanth, Sorts, lb. . . . .	3.00	Subsulphate, oz. . . . .	.15
Cocoa Butter, lb. . . . .	1.00	Euresol, oz. . . . .	3.00	Gun Cotton, oz. . . . .	.40	Succinate, oz. . . . .	1.35
Cocoa Cryst., oz. . . . .	12.75	Euphorbia, oz. . . . .	2.10	Hamoglobin, oz. . . . .	.85	Sulph., Exsic, lb. . . . .	.12
Hydrochlor, 14.50		Examine, 20 grs., each . . . . .	1.50	Hedonal, oz. . . . .	1.35	pure, lb. . . . .	.35
Hydrochlor, 1 lb. . . . .	10.00	Examine Tablets, 1/2 gramme each (boxes of 10 tabs) . . . . .	.50	Heliotropin, oz. . . . .	.50	Sulphocarb., oz. . . . .	.30
Sulphate, oz. . . . .	10.00	Ferratin, oz. . . . .	1.00	Holocaine Hydrochlor, 1 gramme bots., each . . . . .	1.00	Sulphocyanide, oz. . . . .	.50
Colchicin, C.P., Cryst., 15 gr. bot., each . . . . .	2.65	Ferropyrine, oz. . . . .	1.40	Homatropine, pure, 1 gr. tube, each . . . . .	.30	Tart and Potash, oz. . . . .	.30
Colocynth, apple, lb. . . . .	.80	Fibrolysin, tube, each . . . . .	.55	Hydrobromate, 1 gr. tube, each . . . . .	.50	Valerianate, oz. . . . .	.70
Pulv., lb. . . . .	1.00	Flowers, Arnica, lb. . . . .	.70	Honey, lb. . . . .	.40	Wire, fine, lb. . . . .	.50
Colloidal, lb. . . . .	.80	Chamomile, German, lb. . . . .	.90	Hops, in packages, lb. . . . .	.75	Sulphide, lumps, lb. . . . .	.15
Canthar, oz. . . . .	.40	Chamomile, Roman, lb. . . . .	.40	Hydrastin, Alkaloid, 15 gr. tubes, each . . . . .	2.50	sticks, lb. . . . .	.30
Flexible, oz. . . . .	.20	Calendula, lb. . . . .	3.50	Hydrastin, Hydrochlor, 15 gr. bots., each . . . . .	2.50	Isinglass, American Fish, oz. . . . .	.20
Styptic, oz. . . . .	.15	Flowers, Elder, lb. . . . .	.35	Sulphate, 15 gr. bots, ea . . . . .	2.30	Brazil, oz. . . . .	.55
Coloring, Brandy, lb. . . . .	.25	Lavender, lb. . . . .	.50	Hydrastinine Hydrochlor, 15 gr. tubes, each . . . . .	2.75	Russian, oz. . . . .	1.50
Cochineal, lb. . . . .	.50	Rose, oz. . . . .	.20	Hyoscyamine, amorph., Cryst., 1 grain, each . . . . .	.40	Jalapin, oz. . . . .	.70
Confect., Opium, lb. . . . .	.75	Formaldehyde, lb. . . . .	.60	Hydrochlor, 5 gr. tube, each . . . . .	1.25	Juice Pawpaw, oz. . . . .	.70
Roses, lb. . . . .	1.25	Formin, oz. . . . .	.40	Pure Amorphous, 1 gr. tube . . . . .	.50	Jalap, Resin, oz. . . . .	.75
Senna, lb. . . . .	1.00	Fluor Spar, powd., lb. . . . .	.15	Hyoscine Hydrobrom, 1 gr. tube, each . . . . .	.50	Kamala, oz. . . . .	.75
Sulphur, lb. . . . .	.50	Fluorescein, oz. . . . .	.90	Hydrochlor, 1 gr. tube, each . . . . .	1.25	Kaolin, lb. . . . .	.12
Copper, Acetate, pure, oz. . . . .	.25	Fuller's Earth, lb. . . . .	.10	Pure Amorphous, 1 gr. tube . . . . .	.50	Kehr, fungi, oz. . . . .	1.65
Arseniate, oz. . . . .	.20	Powdered, oz. . . . .	.07	Hyoscyamine, amorph., Cryst., 1 grain, each . . . . .	.40	Keratin, Peptonized, oz. . . . .	3.25
Aluminated, oz. . . . .	.10	Gadrol, oz. . . . .	.55	Hydrochlor, 5 gr. tube, each . . . . .	1.75	Kesselguhr, Natural, lb. . . . .	.40
Ammonia Sulph. oz. . . . .	.15	Gallobromal, oz. . . . .	.60	Sulphate, 15 gr. bots, ea . . . . .	2.30	Koussou, oz. . . . .	.20
Bromide, oz. . . . .	.45	Galls, powd., lb. . . . .	.80	Hydrastinine Hydrochlor, 15 gr. tubes, each . . . . .	2.75	Kola Nuts, lb. . . . .	.55
Carbonate, lb. . . . .	.60	Garnet, lb. . . . .	.40	Hyoscyamine, amorph., Cryst., 1 grain, each . . . . .	.40	Lactophenin, oz. . . . .	1.15
Chloride, B., oz. . . . .	.20	Gelatin for Hypodermic use, 100 grammes, each . . . . .	1.60	Hydrochlor, 5 gr. tube, each . . . . .	1.25	Lactucarium, oz. . . . .	1.25
Citrate, oz. . . . .	.30	Cox's, per doz. . . . .	2.00	Pure Amorphous, 1 gr. tube . . . . .	.50	Laevulose, Diabetic, 100 gm. tin, each . . . . .	.80
Cyanide, oz. . . . .	.25	Gelatin, Silver label, lb. . . . .	2.10	Hyoscyamine, amorph., Cryst., 1 grain, each . . . . .	.40	Syrupy, Microscopy, oz. . . . .	1.00
Filings, oz. . . . .	.12	Gelseminine, C.P., 5 gr. bot. each . . . . .	.70	Hydrochlor, 5 gr. tube, each . . . . .	1.75	Lard, Benzoylated, lb. . . . .	.65
Foil, oz. . . . .	.15	Hydrobromate, 5 gr. bot. each . . . . .	.70	Sulph., pure, 5 grains each . . . . .	.60	Lead Acetate, C.P., Cryst., lb. . . . .	.55
Metal, oz. . . . .	.25	Hydrochlorate, 5 gr. bot., each . . . . .	.70	Ichthalbin, oz. . . . .	.90	Acetate, lb. . . . .	.30
Nitrate, oz. . . . .	.20	Sulphate, 5 gr. bot., each . . . . .	.70	Ichthoform, 1 oz. . . . .	1.25	Powdered, lb. . . . .	.35
Oxalate, oz. . . . .	.35	Gingerine, oz. . . . .	.75	Ichthoform, 1 oz. . . . .	1.25	Arsenate, Com'l, lb. . . . .	.40
Oxide, black, oz. . . . .	.25	Glass Wool, oz. . . . .	.45	Ichthoform, 1 oz. . . . .	1.25	Carbonate, E.P., lb. . . . .	.90
Oxide, red, oz. . . . .	.30	Glucose, lb. . . . .	.15	Ichthoform, 1 oz. . . . .	1.25	Chloride, pure, oz. . . . .	.15
Potass. Chloride, oz. . . . .	.20	Pure, oz. . . . .	.20	Ichthoform, 1 oz. . . . .	1.25	Chromate, Fused, oz. . . . .	.15
Shot, oz. . . . .	.25	Glycerine, lb. . . . .	.55	Ichthoform, 1 oz. . . . .	1.25	Dioxide, oz. . . . .	.10
Sulphide, oz. . . . .	.20	Glycin, oz. . . . .	.55	Ichthoform, 1 oz. . . . .	1.25	Foil, Assay, lb. . . . .	.50
Sulphate, pure, lb. . . . .	.55	Glycyrrhizin, Ammon., oz. . . . .	.90	Ichthoform, 1 oz. . . . .	1.25	Iodide, oz. . . . .	.40
Sulphate, com'l, lb. . . . .	.19	Gold Bromide Mono, 5 gr. bot., each . . . . .	.70	Ichthoform, 1 oz. . . . .	1.25	Nitrate, pure, oz. . . . .	.20
Tartrate, oz. . . . .	.20	Bromide, Tri., 5 gr. bot. each . . . . .	.40	Ichthoform, 1 oz. . . . .	1.25	Comm. lb. . . . .	.25
Wire, oz. . . . .	.25	Chloride and Sodium, 15 gr. bots., doz. . . . .	4.20	Ichthoform, 1 oz. . . . .	1.25	Oleate, oz. . . . .	.25
Cowhage, oz. . . . .	1.75	Chloride and Sodium, soln., oz. . . . .	3.00	Ichthoform, 1 oz. . . . .	1.25	Oxide, black, oz. . . . .	.10
Creosote, B.W., lb. . . . .	1.75	Chloride, dry, 15 gr. bots., doz. . . . .	12.00	Ichthoform, 1 oz. . . . .	1.25	Oxide, C.P., lb. . . . .	.85
Carb., oz. . . . .	.55	Oxide, 15 gr. bot., each . . . . .	1.55	Ichthoform, 1 oz. . . . .	1.25	Oxalate, oz. . . . .	.12
Crocus, Martis, lb. . . . .	.40	Grains, Paradise, oz. . . . .	.12	Ichthoform, 1 oz. . . . .	1.25	Peroxide, oz. . . . .	.25
Croton, Choral, oz. . . . .	.85	Guaiacol, oz. . . . .	.80	Ichthoform, 1 oz. . . . .	1.25	Sulphate, C.P., oz. . . . .	.25
Cumarin, oz. . . . .	.90	Guaiacol, Carbonate, oz. . . . .	.85	Ichthoform, 1 oz. . . . .	1.25	Sulphide, oz. . . . .	.15
Cuttle Fish bone, lb. . . . .	1.00	Salicylate, oz. . . . .	2.35	Ichthoform, 1 oz. . . . .	1.25	Test, lb. . . . .	.40
Powdered, lb. . . . .	1.10	Valerianate, oz. . . . .	.85	Ichthoform, 1 oz. . . . .	1.25	Leaves, Stramonium, lb. . . . .	.70
Daturine, Pure, 5gr. bot., each . . . . .	.80	Guaiacum, Rasp., lb. . . . .	.20	Ichthoform, 1 oz. . . . .	1.25	Uva Ursi, lb. . . . .	.30
Hydrochlor, 5 gr. bot., each . . . . .	.75	Guarana, Pulv., oz. . . . .	.20	Ichthoform, 1 oz. . . . .	1.25	Leechlin, 15 gr. bot. . . . .	.40
Sulphate, 5 gr. bot., each . . . . .	.75	Gum, Aloes, Barb., lb. . . . .	.30	Ichthoform, 1 oz. . . . .	1.25	Tablets, (100 in bot.), bot. . . . .	1.25
Delphinine, 15 gr. bot., each . . . . .	.65	Aloes, barb., pulv., lb. . . . .	.35	Ichthoform, 1 oz. . . . .	1.25	Lenigallol, oz. . . . .	1.85
Diabetin, 100 grammes for Diapetyl, Morphine, oz. . . . .	13.50	Aloes, Cape, lb. . . . .	.85	Ichthoform, 1 oz. . . . .	1.25	Leptandrin, oz. . . . .	.80
Diaphtherine, oz. . . . .	.75	Aloes, Cape, pulv., lb. . . . .	.40	Ichthoform, 1 oz. . . . .	1.25	Lime, Chloride, 1 lb. . . . .	1.85
Diapente, lb. . . . .	.50	Aloes, Socot, pulv., lb. . . . .	1.35	Ichthoform, 1 oz. . . . .	1.25	1/2 lb. . . . .	1.25
Diasase, Malt, oz. . . . .	.66	Artemisia, lb. . . . .	1.65	Ichthoform, 1 oz. . . . .	1.25	Liniment, Aconite, lb. . . . .	3.05
Digitalin, German, pure, 1/2 oz., each . . . . .	4.00	Arabic, select, lb. . . . .	.60	Ichthoform, 1 oz. . . . .	1.25	Belladonna, lb. . . . .	3.50
Digitine, pure, 5 gr. tube, each . . . . .	.40	Arabic, Sorts, lb. . . . .	.30	Ichthoform, 1 oz. . . . .	1.25	Camph Co. pure . . . . .	2.00
Dimethyl Amidobenzaldehyde, oz. . . . .	1.75	Arabic, Pulv., Opt., lb. . . . .	.60	Ichthoform, 1 oz. . . . .	1.25	Chloroform, lb. . . . .	1.75
Union 15 gr tube, each . . . . .	1.05	Assafoetida, Powd., lb. . . . .	7.50	Ichthoform, 1 oz. . . . .	1.25	Croton, lb. . . . .	1.90
Diphenylamine, oz. . . . .	.25	Assafoetida, lb. . . . .	6.50	Ichthoform, 1 oz. . . . .	1.25	Todine, lb. . . . .	2.50
Di-Thymol-Iodide, oz. . . . .	1.80	Arabic, Pulv., Sorts, lb. . . . .	.55	Ichthoform, 1 oz. . . . .	1.25	Opil, lb. . . . .	2.35
Diuretin, Kroll, oz. . . . .	2.75	Benzoin, lb. . . . .	.60	Ichthoform, 1 oz. . . . .	1.25	Saponis, B.P., lb. . . . .	1.85
Merck's (Theobromine and Soda Salicyl), oz. . . . .	.75	Catechu Com'l (Japonica) lb. . . . .	.27	Ichthoform, 1 oz. . . . .	1.25	Sinapis Co., lb. . . . .	2.25
Edinol, Soda, oz. . . . .	1.05	Catechu Cubes, lb. . . . .	.40	Ichthoform, 1 oz. . . . .	1.25	Terebinth, lb. . . . .	1.00
Elaterium, oz. . . . .	2.80	Catechu Pulv., lb. . . . .	.80	Ichthoform, 1 oz. . . . .	1.25	Acet, lb. . . . .	1.30
Elaterin, Cryst., 15 gr. bot., each . . . . .	2.40	Capal, lb. . . . .	.80	Ichthoform, 1 oz. . . . .	1.25	Liquor, Amm., Ammon Acet Fort., lb. . . . .	.30
Emetine, Alkaloid, 5 gr. bot., each . . . . .	.60	Damar, lb. . . . .	.80	Ichthoform, 1 oz. . . . .	1.25	Citras, Fort., lb. . . . .	1.25
Epicanin, Veterinary, oz. . . . .	1.00	Euphorbia, lb. . . . .	1.45	Ichthoform, 1 oz. . . . .	1.25	Antim. Perchlor, lb. . . . .	.25
Pure, oz. . . . .	.90	Euphorbium, Pulv., lb. . . . .	1.50	Ichthoform, 1 oz. . . . .	1.25	Arsenic, Hydrochlor, lb. . . . .	.20
Ergat, lb. . . . .	7.65	Galbanum, oz. . . . .	.20	Ichthoform, 1 oz. . . . .	1.25	Arsenic, lb. . . . .	.15
Pulv., lb. . . . .	7.75	Gamboge, lb. . . . .	3.50	Ichthoform, 1 oz. . . . .	1.25	Arsenic, lb. . . . .	.80
Ergotine Benjean, oz. . . . .	4.10	Gamboge, Pulv., lb. . . . .	3.60	Ichthoform, 1 oz. . . . .	1.25	Carbo Detergeno, lb. . . . .	1.00
Erythrol Tetrahydrate Tablets, 100 of 1/4 each . . . . .	2.20	Guaiacum, ordinary, lb. . . . .	1.60	Ichthoform, 1 oz. . . . .	1.25	Donovani, lb. . . . .	.40
Eserine, C.P., 5 gr. tube, each . . . . .	3.10	Guaiacum, pulv., lb. . . . .	1.75	Ichthoform, 1 oz. . . . .	1.25	Epistaxis, oz. . . . .	.90
C.P., 2 gr. tube, each . . . . .	2.00	Kino, lb. . . . .	1.35	Ichthoform, 1 oz. . . . .	1.25	Ferri Acetas Fort, lb. . . . .	.40
C.P., 3 gr. tube, each . . . . .	2.25	Kino, pulv., lb. . . . .	1.45	Ichthoform, 1 oz. . . . .	1.25	" Iodide, lb. . . . .	5.00
Citrate tube each . . . . .	1.50	Mastic, lb. . . . .	1.75	Ichthoform, 1 oz. . . . .	1.25	" Perchlor, Fort., lb. . . . .	.22
Hydrochlorate 5 gr. tube each . . . . .	1.75	Myrrh, lb. . . . .	1.75	Ichthoform, 1 oz. . . . .	1.25	" Pernit, lb. . . . .	.20
Hydrochlorate, 5 gr. tube, each . . . . .	1.75	Myrrh, pulv., lb. . . . .	1.80	Ichthoform, 1 oz. . . . .	1.25	" Persulph, lb. . . . .	.30
Nitrate 5 gr tube each . . . . .	1.75	Oblatum, lb. . . . .	1.80	Ichthoform, 1 oz. . . . .	1.25	Hydrarg. Perchlor, lb. . . . .	.30
		Saccharac, lb. . . . .	1.50	Ichthoform, 1 oz. . . . .	1.25	NH. Acid, lb. . . . .	1.00
		Sang. Draconis, lb. . . . .	2.00	Ichthoform, 1 oz. . . . .	1.25	Plumbi. Acetas, lb. . . . .	.20
		Sang. Draconis, powd., lb. . . . .	2.25	Ichthoform, 1 oz. . . . .	1.25	Potassae, lb. . . . .	.25
		Scammony, lb. . . . .	5.00	Ichthoform, 1 oz. . . . .	1.25	Santal Flav. Co., lb. . . . .	1.50
		Seedlac, oz. . . . .	.16	Ichthoform, 1 oz. . . . .	1.25	Soda, Chlor., lb. . . . .	.18
				Ichthoform, 1 oz. . . . .	1.25	Soda Ethylate, oz. . . . .	.25
				Ichthoform, 1 oz. . . . .	1.25	Strychnine, lb. . . . .	.90
				Ichthoform, 1 oz. . . . .	1.25	Zinci Chlor., lb. . . . .	.40
				Ichthoform, 1 oz. . . . .	1.25	Lithia Bitartrate, oz. . . . .	.30
				Ichthoform, 1 oz. . . . .	1.25	Benzonate, oz. . . . .	.30
				Ichthoform, 1 oz. . . . .	1.25	Bromide, oz. . . . .	.60
				Ichthoform, 1 oz. . . . .	1.25	Carbonate, oz. . . . .	.25



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Mandrake, gr'd., lb. . . . .	.88	Lorillard's, lb. . . . .	1.90	Sulphide, oz. . . . .	.15	Hypophosphite, oz. . . . .	.60
Marschallow, lb. . . . .	.75			Strychnine, oz. . . . .	3.25	Iodide, oz. . . . .	.60
Orn., lb. . . . .	.40	Sag. Arsenical, lb. . . . .	.40	Arsenate, oz. . . . .	3.60	Lactate, oz. . . . .	.35
pulv., lb. . . . .	.50	Castile, pulv., lb. . . . .	.40	Arsenite, oz. . . . .	2.85	Metal, pure, oz. . . . .	.10
Panora Brava . . . . .	.60	Card, lb. . . . .	.40	Glycerophosphate, oz. . . . .	3.10	Nitrate, pure, oz. . . . .	.25
Pleurisy, lb. . . . .	.50	Cocanut, lb. . . . .	.25	Hydrochlorate, oz. . . . .	3.25	Oleate, oz. . . . .	.15
Rhazany, lb. . . . .	.40	Soft, lb. . . . .	.30	Hypophos, oz. . . . .	3.25	Oxide, lb. . . . .	.80
Rem. 1-1, pulv., lb. . . . .	2.85	Viride, lb. . . . .	.40	Nitrate, oz. . . . .	2.50	" pure, lb. . . . .	.40
Rhen. 1-1, pulv., lb. . . . .	3.00	Whale Oil, lb. . . . .	.20	Sulphate, oz. . . . .	2.50	" Hubbucks, lb. . . . .	1.10
" Turkey (so-called) . . . . .				Phosphate, oz. . . . .	3.30	dry process, lb. . . . .	.40
oz. . . . .	.35	Soda, Acetate, lb. . . . .	.35	Valerianate, 1/4 oz. . . . .	.80	Permanganate, oz. . . . .	.70
pulv., oz. . . . .	.40	Aluminate, oz. . . . .	.12	Stypticin, 15 gr. bot., each . . . . .	.60	Phosphate . . . . .	.25
Sassaaparilla, Honduras, lb. . . . .	1.25	and Ammonia Phos. (Micro- . . . . .	.85	Tablets, box, each . . . . .	.65	Phosphide, oz. . . . .	.35
" Mexican, lb. . . . .	.90	scini Salts), lb. . . . .	.85	Succus, Conium, lb. . . . .	1.10	Salicylate, oz. . . . .	.80
Senega, lb. . . . .	2.00	Arsenate, pure, dry, oz. . . . .	.15	Tarax, lb. . . . .	1.60	Stearate, oz. . . . .	.15
Serpentaria, lb. . . . .	1.10	Arsenite, pure, oz. . . . .	.20	Sulfonal, oz. . . . .	1.50	Comp., oz. . . . .	.60
Sambul, oz. . . . .	.30	Ash, lb. . . . .	.07	Sulphaminol, oz. . . . .	2.00	Sulphate, pure, oz. . . . .	.20
Spizola, lb. . . . .	3.50	Benzoate, oz. . . . .	.20	Sulphur, Chloride, oz. . . . .	.15	" C.P., Cryst., lb. . . . .	.30
Squills, white, lb. . . . .	.35	Biscarb., lb. . . . .	.09	Iodide, oz. . . . .	.50	" C.P., Gran., lb. . . . .	.30
Pulv., lb. . . . .	.45	" Chance's, lb. . . . .	.10	Precipitated, lb. . . . .	.40	" C.P., dried, lb. . . . .	.40
Saccharine, Amer., oz. . . . .	.65	Bichromate, fused, oz. . . . .	.15	Opt., lb. . . . .	.50	Sulphide, pure, oz. . . . .	.15
Saffron, Amer., oz. . . . .	.15	Biphosphate, oz. . . . .	.15	Powdered, lb. . . . .	.07	Sulphite, oz. . . . .	.29
Spanish, oz. . . . .	2.00	Bisulphate, pure, oz. . . . .	.15	Sublimed, lb. . . . .	.12	Sulphocarb, oz. . . . .	.15
Sal. Acetella, lb. . . . .	1.50	Pure, dry, oz. . . . .	.10	Extra, lb. . . . .	.14	Valerianate, pulv., oz. . . . .	1.00
Carlsbad, artificial, lb. . . . .	.30	Bitartrate, Cryst., oz. . . . .	.15	Rol, lb. . . . .	.10	Cryst., oz. . . . .	.80
Epsom, lb. . . . .	.12	Bromide gran., lb. . . . .	.80	Vitum, lb. . . . .	.20		
How and S. lb. . . . .	.15	Cocodylate, 1/2 oz., each . . . . .	.50	Tamarids, lb. . . . .	.21		
Glauber, lb. . . . .	.05	Carb., C.P., Cryst., lb. . . . .	.35	Tannalbin, oz. . . . .	.75		
Sal Nitre, cryst., lb. . . . .	.28	" C.P., dried, lb. . . . .	.35	Tannigen, oz. . . . .	1.00		
gran., lb. . . . .	.25	Caustic, gran., lb. . . . .	.21	Tannoform, oz. . . . .	.60		
" Sticks, pure, by . . . . .		" Sticks, lb. . . . .	.60	Tar, Barbadoes, lb. . . . .	.40		
alcohol, lb. . . . .	1.25	Chlorate, oz. . . . .	.10	Stockholm, lb. . . . .	.60		
Chlorate, oz. . . . .	.10	Choleate, oz. . . . .	.45	Terebene, oz. . . . .	.25		
Choleate, pure, oz. . . . .	.10	Chloride, pure, oz. . . . .	.10	Terpin, Hydrate, oz. . . . .	.15		
Cinnamate, 1/2 oz., each . . . . .	.15	Cinnate, oz. . . . .	.20	Terpinol, Liquid, oz. . . . .	.30		
Citrate, oz. . . . .	.20	Ethylate, dry, oz. . . . .	1.35	Theobromine, oz. . . . .	1.50		
Ethylate, dry, oz. . . . .	1.35	Fluoride, oz. . . . .	.15	and Soda Salicylate, oz. . . . .	.80		
Formate, oz. . . . .	.15	Formate, oz. . . . .	.15	Thiocin, oz. . . . .	3.40		
Glycerinophosphate, oz. . . . .	.25	Glycerate, oz. . . . .	.25	Theocine, Soda Acetate, oz. . . . .	2.10		
Hypochlorite, Solution, oz. . . . .	.10	Hypophosphite, oz. . . . .	.20	Thiochl, substitute, oz. . . . .	1.25		
Hypophosphite, oz. . . . .	.20	Hyposulphate, oz. . . . .	.55	Thioform, 25 gram. . . . .	.75		
Hyposulphate, lb. C.P. . . . .	.80	Iodide, oz. . . . .	.40	Thiol, oz. . . . .	.40		
Lactate, Syr., oz. . . . .	.25	Meconate, oz. . . . .	2.25	Thiosinamine, oz. . . . .	3.15		
Meconate, oz. . . . .	2.25	Metaphosphate, oz. . . . .	.20	Thorium, Nitrate, oz. . . . .	2.10		
Nitrate, Crude, lb. . . . .	.15	Nitrate, Pure Cryst., oz. . . . .	.10	Thymol, oz. . . . .	1.65		
Nitrate, Pure Cryst., oz. . . . .	.10	Nitro prusside, oz. . . . .	1.25	Thyroidine, oz. . . . .	1.35		
Nitrate, oz. . . . .	.10	Nitrate, oz. . . . .	.10	Pin, Metal Sticks, oz. . . . .	.25		
Oleate, oz. . . . .	.15	Oxalate, oz. . . . .	.20	Granulates, lb. . . . .	2.50		
Oxalate, oz. . . . .	.20	Perborate, Medicin, oz. . . . .	.15	Powder, fine, oz. . . . .	.25		
Perborate, Medicin, oz. . . . .	.15	Permanganate, oz. . . . .	.30	Rasped, oz. . . . .	.25		
Permanganate, oz. . . . .	.30			Toluene, lb. . . . .	.45		
Soda, Phosphate, gran., lb. . . . .	.15			Tow, lb. . . . .	.50		
O.P., Cryst., lb. . . . .	.50			Tribromphenol, oz. . . . .	1.60		
C.P., pulv., lb. . . . .	.55			Bismuth, oz. . . . .	1.00		
Salicylate, lb. . . . .	.90			Triferrin, oz. . . . .	1.00		
Natural, oz. . . . .	1.00			Trikrisol, oz. . . . .	.25		
Silicate, lb. . . . .	.13			Trienal, oz. substitute. . . . .	1.50		
Sulphate, C.P., Cryst., lb. . . . .	.20			Triphenin, oz. . . . .	.75		
Soda Sulphate, C.P., dried, lb. . . . .	.30			Tumenal, 25 grammes for . . . . .	.55		
Sulphite, Cryst. or Gran. . . . .	.12			Turpentine, chian, oz. . . . .	1.50		
" C.P., lb. . . . .	.25			Venice, lb. . . . .	.65		
Dried, C.P., lb. . . . .	.35			Unguentum, Crede, oz. . . . .	2.00		
Sulphocarb, oz. . . . .	.15			Uranium, Acetate, oz. . . . .	.60		
Tartrate C.P., oz. . . . .	.15			Chloride, oz. . . . .	.45		
Sodium, Metal, oz. . . . .	.70			Nitrate, oz. . . . .	.85		
Solution . . . . .	.40			Urethane, oz. . . . .	.60		
Dobell's lb. . . . .	.40			Vaniline, oz. . . . .	2.00		
Fehlings, No. 1, oz. . . . .	.05			Veratria, pure, 1/4 oz. . . . .	.55		
Fehlings, No. 2, oz. . . . .	.10			Verdigris, balls, lb. . . . .	.60		
Hydrarg, Bichlor., lb. . . . .	.65			Pulverized, lb. . . . .	.60		
Nitroglycerine, 1 p.c. oz. . . . .	.20			Veronal, substitute, oz. . . . .	1.00		
Vlemmicks (Calc. Sulph.), lb. . . . .	.65			Vinegar, Cantharides, lb. . . . .	.90		
Somatose, oz. . . . .	.60			Wax, Bayberry, lb. . . . .	.80		
Spartan, Sulph., 1/4 oz., ea. . . . .	1.35			Brazil or Carnauba, lb. . . . .	1.00		
Spamocet, lb. . . . .	.75			Cerane, lb. . . . .	.60		
Spirits Ammon., Aromat, lb. . . . .	1.40			Japan, lb. . . . .	.45		
Canthar. lb. . . . .	1.60			Paraffine lb. . . . .	.20		
Cathart. lb. . . . .	1.80			White, No. 1, lb. . . . .	1.45		
Stannous, Chloride, C.P., oz. . . . .	.25			White, No. 2, lb. . . . .	.60		
Stannic, Chloride, oz. . . . .	.60			Yellow (Beeswax) lb. . . . .	.70		
Starch, powd., lb. . . . .	.15			Xylol, oz. . . . .	.15		
Stearine, lb. . . . .	.60			Yohimbine, Cryst., 1 gram . . . . .	1.05		
Succinyl, lb. . . . .	1.25			tube, each . . . . .	.80		
Carbonate, oz. . . . .	.10			Tablets, (tubes of 10), . . . . .	.80		
Chlorate, oz. . . . .	.20			Zinc, Acetate, pure, oz. . . . .	.15		
Chloride, oz. . . . .	.20			Benzoate, oz. . . . .	.50		
Lactate, oz. . . . .	.25			Bromide, oz. . . . .	.40		
				Carbonate, lb. . . . .	.85		
				" Precip., oz. . . . .	.15		
				Chloride fused, oz. . . . .	.15		
				" Granul., oz. . . . .	.20		
				Cyanide, oz. . . . .	.25		
				Ferrocyanide, oz. . . . .	.40		

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Gentian, comp. . . . .	.95
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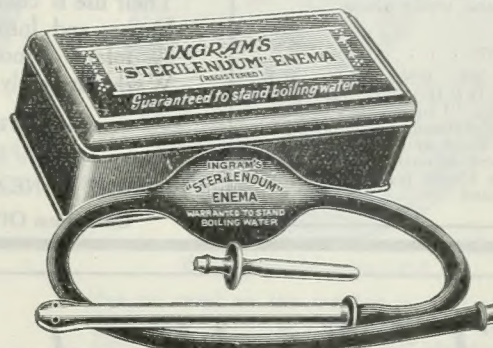
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*To the Reader:* The publishers of this paper will be glad to have your criticism and your suggestions. We would also be glad to have contributions from you.

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A Satisfied Customer is the Druggist's Best Advertisement

# The Marvel Whirling Spray Syringe



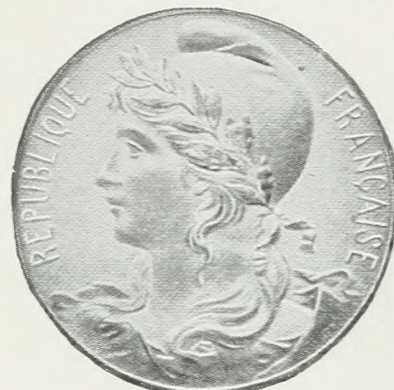
**Gold Medal Awarded—Paris, 1902  
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as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully protected by patents



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This is the time when the Retail Druggists of Canada are looking to the new year for bigger and better business. They will be considering from now on the installation of new equipment, the increasing of stock, and up-to-date selling methods. Convince them of the possibilities of your line by using space in—

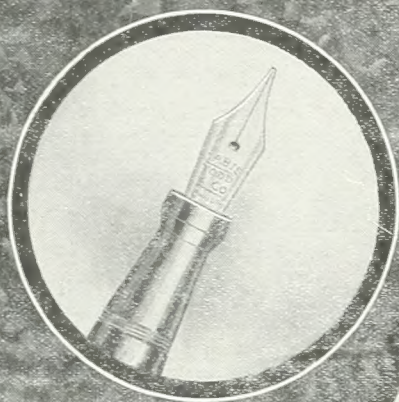
**The Retail Druggist of Canada**

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ONE—"M. T. & Co." Gold Nib. Never equaled for smoothness and resiliency. The exclusive use of native hard iridium insures long life to the point.

TWO—"Ladder Feed," Patented—prevents dropping or blotting and insures a perfect flow of ink at all times.

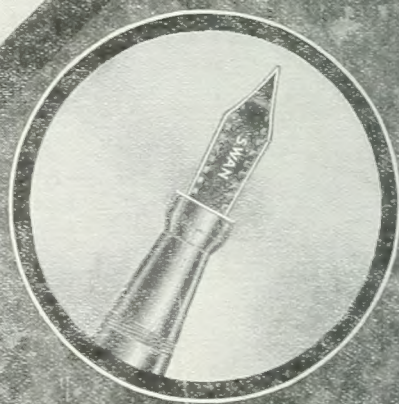
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Handle the "Pen of Satisfaction." It will help build a loyal clientele for your store.

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